Book Review—Entrepreneurship

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Dorothy Perrin Moore (2012) *WomenPreneurs, 21st Century Success Strategies.* New York: Routledge. ISBN 978-415-89684-9(hbk), 978-0-415-89685-6(pbk), and 978-0-203-12668-4(ebk).

Even though this book is dedicated to the full engagement of the entrepreneurial spirit in all women and men, all individual profile cases, that describe and explain the entrepreneurial efforts, histories, successes and achievements, are about women entrepreneurs. There are 19 of these profiles spread throughout the book. The book is divided into four sections. Section One is 'The New Work Landscape', Section Two is 'Organizations: Leadership and Management', Section Three is 'Work, Life and Career Strategies', and Section Four is 'On the Road to Entrepreneurship'. And in turn, each of these four sections is further divided into subsections.

The author, Dorothy Perrin Moore, a former entrepreneur herself, is considered an international authority and speaker on women's entrepreneurship, and is an Emeritus Professor of Business Administration at the Citadel School of Business where she held the title of Distinguished Professor Entrepreneurship. She has also written *Women Entrepreneurs—Moving beyond the Glass Ceiling* (co-authored) and *Careerpreneurs— Lessons from Leading Women Entrepreneurs on Building a Career Without Boundaries.*

There are thousands of books available on entrepreneurship and at least hundreds of books available on women entrepreneurship (have a look on Amazon). Many, if not most of these books on women entrepreneurship present case profiles of women entrepreneurs and how they successfully started a business, including the business strategies they used for their success. In other words, the majority of these books appear to be 'how to' books.

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Moore's book, however, *WomenPreneurs* falls into a different category. It could be described as 'statistically informational', historical, somewhat scholarly (human resource development, organization, management and leadership chapters), contemporary (careers, working women and work-life balance) and inspirational (case profiles). It also places the current state of women entrepreneurship in context in regard to recent research on the number of women starting businesses and the number of women who have already successfully started businesses and in what part of the world these women are located. For example, Chapter 4 informs the reader that "Worldwide, one woman in 11 is an entrepreneur and women-owned firms comprise more than one-third of all entrepreneurial activity" and "Their numbers are growing". (p. 179). Further reading of this chapter reveals that the highest ratios of women entrepreneurs can be found in Belgium, Western Europe, Switzerland, and the United States.

Therefore, the information in this book can be of value to a range of individuals such as those teaching women studies, human resource development and organizational studies. It would be of interest to those doing research on the evolution of women's professional advancement in the workplace and women's career development. It would also be helpful for young women who are in the process of establishing, developing and entering a career path. For example, Chapter 4, (On the Road to Entrepreneurship) in the subsection 'Preparing for the Future', some research has revealed that in the United States the U.S. Department of Labor is predicting a 4 percent increase in the information sector employment with 118,100 new jobs being available by 2018. In addition, the research informs the reader that computer-related data-processing, web and application hosting and streaming services and other hosting and related services are expected to grow by 53 percent. This increase is creating a large number of opportunities for those starting careers and certainly gives guidance about what field of study is important to undertake in the academic institutions and training centers. However, further on in this chapter in the subsection 'Exploring IT – Where Are the Woman?', Moore writes that studies of IT professionals reveals that 96 percent of all software architects are male. She also presents research that says that between 1983 and 2008 the IT workforce doubled, but the number of woman working in the field dropped from 43 percent to 26

percent. Obviously, this is a significant trend in women's career development and not a positive one. But it does point out where the jobs are going to be.

As previously written in the beginning of this review, *WomenPreneurs* is 'statistically informational' and 'historical'. Moore has substantiated her research with appropriate references at the end of each chapter. This enables the reader to be confident in the information presented which lends credibility to the entire book. This also is encouraging to academics (as well as others) who may want to use this book as a supplement to various studies within the appropriate field.

Moore has packed a lot of information into four chapters and has covered a lot of ground regarding many issues, not all specifically related to women. This is especially the case in the first two chapters. Even though she has included case profiles of women entrepreneurs in these chapters, they at times seem unrelated to the other chapter content of these first two chapters. She has also written extensively about corporate environments as they now exist or have existed and how they have changed. So there is a myriad of material that at times may confuse the reader as to why Moore has included this particular information in a book entitled *WomenPreneurs*. In particular, the rest of the book title, '21st Century Success Strategies', does not really represent the true contents of the book in regard to the usual 'success techniques or strategies' presented in some 'how-to' books of how to become an entrepreneur.

What Moore has effectively done is to present a tremendous overview of workplace change and how it has affected women and their careers. How this change, including global economic changes, has driven woman to become entrepreneurs in order to economically survive themselves, to advance beyond the corporate environment and create their own companies and corporations. She has presented interesting, and most importantly, inspiring case profiles of accomplished and incredible women who have risked much to step beyond the prevailing boundaries of discrimination cultural conditioning, and difficult circumstances to express their convictions and talents, use their experiences, professional and personal, and

stay true and firm to their commitment to create, develop, and contribute to, not only their own success, but to the success and quality of life for others, both women and men.