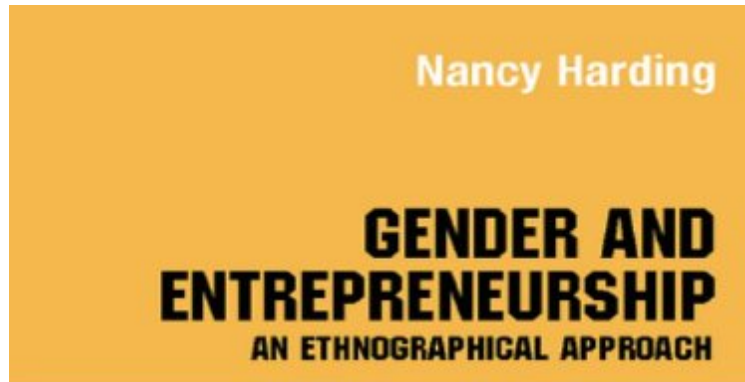


(Free pdf) Gender and Entrepreneurship: An Ethnographic Approach (Routledge Studies in Management, Organizations and Society)

## **Gender and Entrepreneurship: An Ethnographic Approach (Routledge Studies in Management, Organizations and Society)**

*Attila Bruni, Silvia Gherardi, Barbara Poggio*  
*ebooks | Download PDF | \*ePub | DOC | audiobook*



#3789389 in eBooks 2014-08-26 2014-08-26 File Name: B000OT84KA | File size: 51.Mb

**Attila Bruni, Silvia Gherardi, Barbara Poggio : Gender and Entrepreneurship: An Ethnographic Approach (Routledge Studies in Management, Organizations and Society)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gender and Entrepreneurship: An Ethnographic Approach (Routledge Studies in Management, Organizations and Society):

Entrepreneurship can be read as a cultural and economic phenomenon. In recent times, gender has become an increasing influence on entrepreneurship. This groundbreaking new study considers both gender and entrepreneurship

as symbolic forms, looking at their diverse patterns and social representation. Presenting an ethnographic study of the gender structuring of entrepreneurship, this work employs three strategies: A critical survey of gender studies which argues that entrepreneurship is a cultural model of masculinity that obstructs the expression of other models; 'Reflexive' ethnographic observation conducted in five small firms which describes how business cultures are 'gendered' and how gender is the product of a social practice; An analysis of how discursive and narrative practices in business cultures constitute gender and entrepreneurship.

About the Author Attila Bruni is lecturer of Sociology of Organization/Organizational Ethnography at Venice University, Italy. Silvia Gherardi is Professor of Sociology of Organization at the University of Trento. Barbara Poggio is Lecturer of Sociology of Organization at the University of Siena.