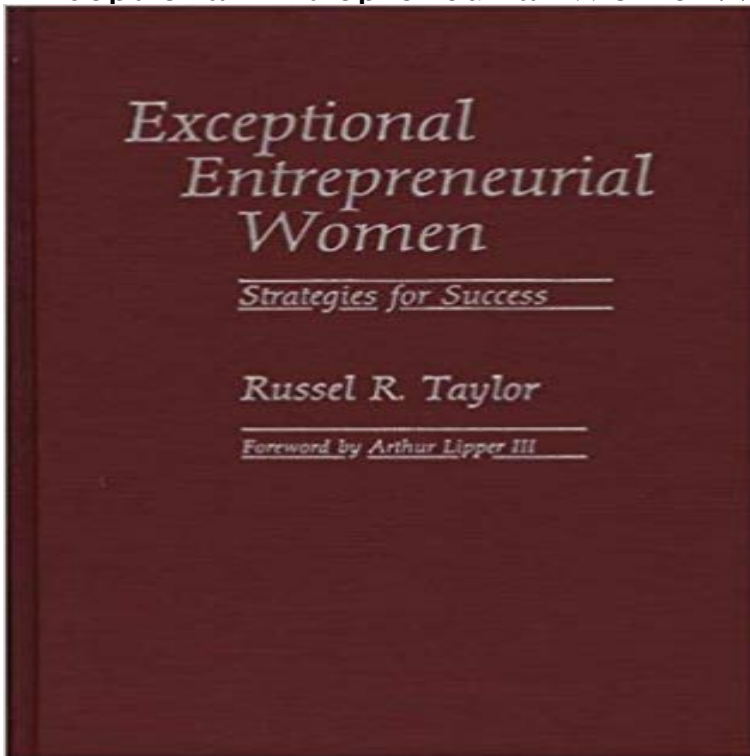


## Exceptional Entrepreneurial Women: Strategies for Success



Taylor . . . fills a void in the literature by focusing specifically on well-known women entrepreneurs. He looks at the particular problems they face, their strategies for success, and the general characteristics they share. He points out that the women studied all exhibit a high degree of self-confidence, courage, independence, creativity, energy, and risk-aversion--and finds the essence of their practice in five principles of entrepreneurship that have determined their business success.

Entrepreneurial Economy Review  
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