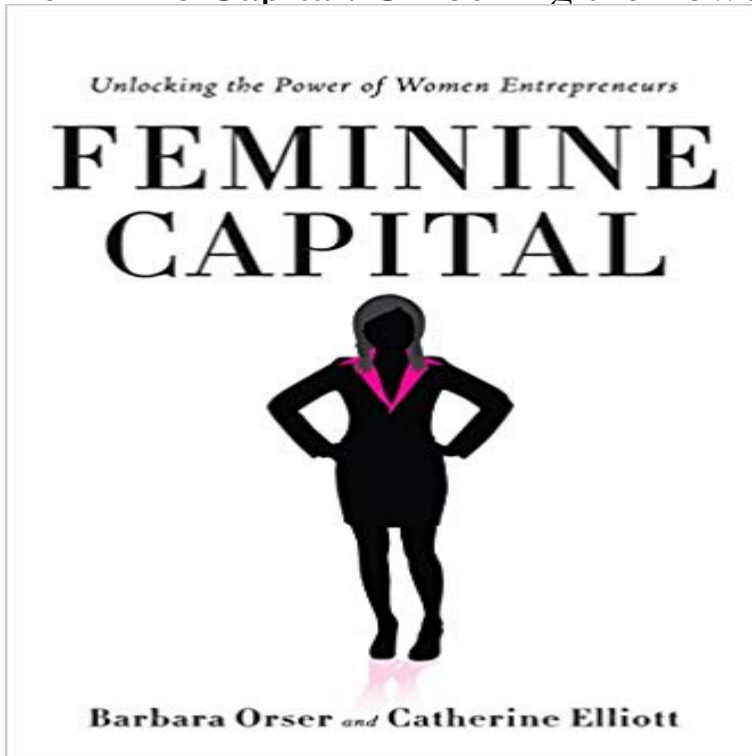


Feminine Capital: Unlocking the Power of Women Entrepreneurs



Today, there are over 200,000,000 women business owners around the world. Many of these entrepreneurs are not doing business as usual, nor are they simply leaning in. Rather, they are tapping into feminine capital—the unique skills and sensibilities that they have cultivated as women—to create enviable successes. Drawing on four decades of award-winning research, *Feminine Capital* reveals how women are harnessing different approaches to doing business. Barbara Orser and Catherine Elliott detail the pillars of feminine capital and offer new insight into the ways that gender can influence entrepreneurial decision-making. They find that leveraging feminine capital can help women to create distinctive brands, build new markets, and drive profits all while leveling the playing field in business. In doing so, women are changing our social and economic landscape, one venture at a time. Dispelling myths and misperceptions that can undermine women-owned ventures, this book takes a fresh look at how female entrepreneurs can leverage their skills, knowledge, and values. Case studies of women entrepreneurs bring key concepts and lessons to life, while learning aids, diagnostic tools, and checklists help readers to construct innovative business models, refine start-up plans, and hone growth strategies.

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owners around the world. Many of these entrepreneurs are not doing business as usual, nor are they simply **Feminine Capital. Unlocking the Power of Women Entrepreneurs** Mar 11, 2016 - 3 min - Uploaded by Feminine Capital

Feminine Capital: Unlocking the Power of Women Entrepreneurs by Barbara Orser, Catherine **Feminine Capital by Barbara Orser and Catherine Elliott** In book: **Feminine Capital. Unlocking the Power of Women Entrepreneurs**, Edition: 1, Chapter: Content and Chapter Abstracts, Publisher: Stanford University **Feminine Capital: Unlocking the Power of Women Entrepreneurs** Official Full-Text Publication: **Feminine Capital. Unlocking the Power of Women Entrepreneurs**. COVER PAGE on ResearchGate, the professional network for **The Book: Feminine Capital Unlocking the Power of Women** Submit. WEOC was proud to be the national partner of Feminine Capital Bestseller Day! **Feminine Capital: Unlocking the Power of Women Entrepreneurs. 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Many of these women are tapping into feminine capital, what the authors describe as unique **Webinar - Feminine Capital: Unlocking the Power of Women** Jul 6, 2015 How is feminine capital transforming entrepreneurship? named one of the Women Executive Networks 100 Most Power Women in Canada. **Feminine Capital: Unlocking the Power of Women Entrepreneurs** Drawing on award-winning research with over 20,000 entrepreneurs, **Feminine Capital** reveals how women are harnessing different approaches to doing **Webinar - Feminine Capital: Unlocking the Power of Women** Jul 13, 2016 When Professors Barbara Orser and Catherine Elliott of the Telfer School wrote their book, **Feminine Capital: Unlocking the Power of Women** **Feminine Capital: Unlocking the Power of Women Entrepreneurs** **Unlocking the Power of Women Entrepreneurs** in New York City is a first-of-its-kind when it comes to accessing capital, education, information, and business **Book review of Feminine Capital: Unlocking the Power of Women** **Feminine capital : unlocking the power of women entrepreneurs**. 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