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Titolo	The new entrepreneurs [[electronic resource]] : how race, class, and gender shape American enterprise / / Zulema Valdez
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The embedded market : race, class, and gender in American enterprise -- Entrepreneurial dreams in an intersectional context -- Intersectionality, market capacity, and Latino/a enterprise -- By what measure success? : the economic and social value of Latino/a enterprise -- Ethnic and racial identity formation among American Latino/a entrepreneurs -- Rugged individualists and the American dream -- Conclusion : embedded entrepreneurs in brown, black, and white.
Sommario/riassunto	For many entrepreneurs, the American Dream remains only partially fulfilled. Unequal outcomes between the middle and lower classes, men and women, and Latino/as, whites, and blacks highlight continuing inequalities and constraints within American society. With a focus on a diverse group of Latino entrepreneurs, this book explores how class, gender, race, and ethnicity all shape Latino entrepreneurs' capacity to succeed in business in the United States. Bringing intersectionality into conversation with theories of ethnic entrepreneurship, Zulema Valdez considers how various factors