

1. Record Nr.	UNINA9910809492203321
Autore	Weidhaas Allison
Titolo	Female business owners in public relations : constructing identity at home and at work // Allison Weidhaas
Pubbl/distr/stampa	Lanham, [Maryland] : , : Lexington Books, , 2016 ©2016
ISBN	1-4985-2242-4
Descrizione fisica	1 online resource (159 p.)
Disciplina	659.2082
Soggetti	Businesswomen Entrepreneurship Sex role Terms and phrases
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Introduction; Chapter One: Opportunities and Conflicts; Chapter Two: Using Existing Concepts and Ideas; Chapter Three: Structures and Forms; Chapter Four: Enabling and Constraining Home and Work; Chapter Five: Practical Applications and Emerging Organizations; Appendix A; Appendix B; Appendix C; Appendix D; References; Index; About the Author
Sommario/riassunto	Female Business Owners in Public Relations examines how female business owners in public relations construct and communicate their personal and professional identities.