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Altri autori (Persone)	GherardiSilvia PoggioBarbara <1967->
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Nota di bibliografia	Includes bibliographical references (p. [210]-225) and index.
Nota di contenuto	Preliminaries; Contents; Acknowledgements; 1 How a gender approach to entrepreneurship differs from the study of women entrepreneurs; 2 Gender as a social practice entrepreneurship as a form of masculinity a theoretical framework; 3 Doing and saying gender a methodological framework; 4 Company ethnographies the gendering of entrepreneurship and the enterprising of gender; 5 Gender and entrepreneurship as discursive practices; 6 Doing family while doing gender and business concluding remarks; Notes; References; Index
Sommario/riassunto	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
