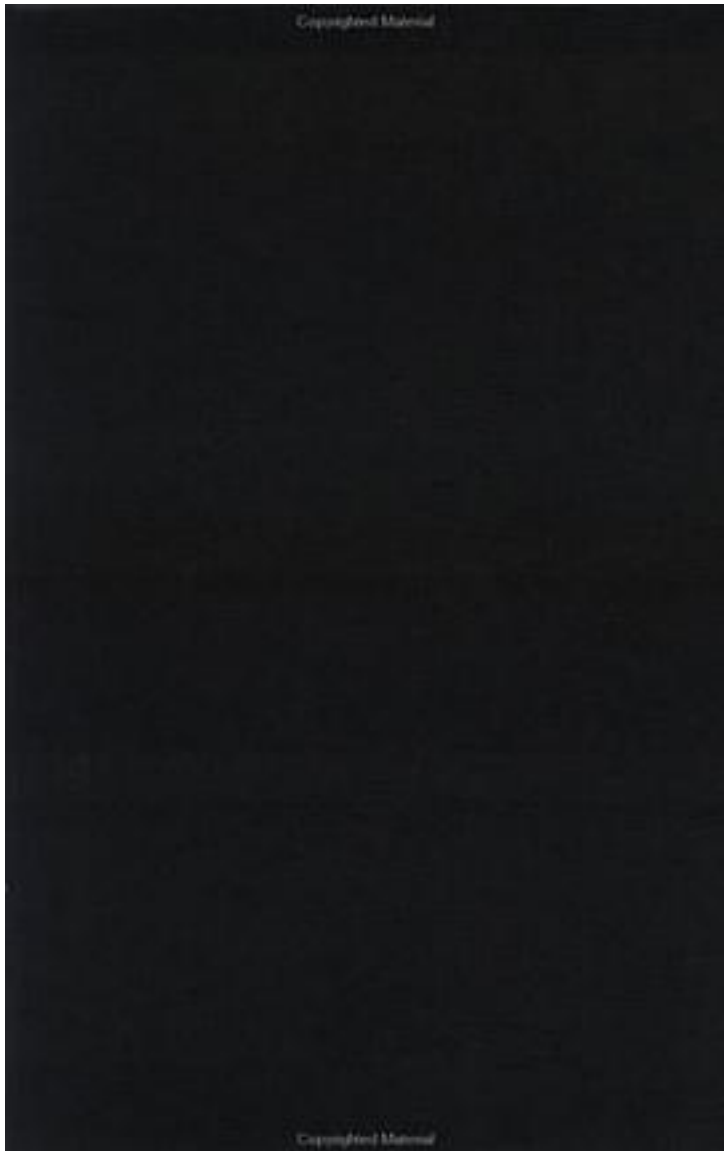


Managing Our Margins



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出版者:Routledge

出版时间:2001-3

装帧:HRD

isbn:9780815339922

Managing Our Margins is a qualitative study of middle class women who own small firms. Building upon the knowledge and confidence they gained through employment and the development of careers in business, many women seek to achieve greater control over their working lives by making a transition to entrepreneurship. However, they must negotiate gender norms and gender-related expectations in both business and personal relationships when they become independent dealmakers.

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目录:

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