



New Directions in Postheroic Entrepreneurship: Narratives of Gender and Ethnicity (Advances in Organization Studies)

Caroline Essers

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This book contributes to studies of entrepreneurship, where usually an archetypical entrepreneur is constructed - being white, male, and non-Muslim. Literature on female entrepreneurship and migrant entrepreneurship, which highlight the importance of ethnicity and gender, are typically ignored. The application of intersectionality theory, or illustrating what happens at the cross-roads of gender and ethnicity within entrepreneurial settings, is therefore new within entrepreneurship literature. The book reveals how sustaining their entrepreneurial identities, while overcoming the tensions emerging at the junction of these two categories of social exclusion, makes these women post-heroic entrepreneurs.

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