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Developing Your Inner Entrepreneur

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REVIEWS & RESEARCH OF NOTE

Developing Your Inner Entrepreneur

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Entrepreneurship is a hot topic, and rightfully so. Recently, D. Jeffrey Lenn provided us with his review of *The New Entrepreneurial Leader: Developing Leaders Who Shape Social and Economic Opportunity*, edited by Danna Greenberg, Kate McKone-Sweet, and H. James Wilson. In this issue of *OMJ*, we have another excellent review of a book about entrepreneurship, this time by Lisa A. Mainiero of Fairfield University, of *WomenPreneurs: 21st Century Success Strategies*, by Dorothy Perrin Moore (Routledge, 2012).

According to Mainiero's review, Moore does something that is something very difficult to do: She takes academic theory and makes it both practical and interesting, in part through the superb use of illustrative examples. Moore's goal is to engage the reader to discover and develop her entrepreneurial potential through the use of inspirational, real-life stories and rich explanations of the women's success. While the book targets a female audience and its examples are of various

female entrepreneurs, my sense is that *WomenPreneurs* is a good read for anyone who is ready to contemplate new possibilities for self-expression within an economic context. I really like the sense of potential self-fulfillment that Mainiero captures regarding Moore's enthusiasm for entrepreneurship. Starting a new business endeavor, either by oneself or with others, can reflect a reaction to common workplace frustrations, or can fit one's desires to do something new and different at a stage of life. It can reflect the pressing need to earn income during a difficult economy, or reflect the lofty "self-actualization" level of Maslow's hierarchy of needs. From Mainiero's review, *WomenPreneurs* doesn't merely inspire; it is also a treasure trove of "how-to" practical reflection on being a successful entrepreneur, reflection that incorporates both Moore's extensive knowledge of scholarship in this field and her own qualitative research conducted for the book.

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