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WomenPreneurs: 21st Century Success Strategies by Dorothy Perrin Moore

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Entrepreneurship is our last great hope to overcome the pitfalls of the global recession and slow economy, and women are leading the way. Maybe you have read *More* magazine's profiles of women's "second acts," or read stories about women entrepreneurs in a local newspaper. But Dorothy Perrin Moore's landmark book, *WomenPreneurs: 21st Century Success Strategies* (2012), not only showcases the special case of female entrepreneurship but also uses grounded theory and management research to inform the reader about the complex management research that reflects many of the issues faced by female entrepreneurs. Through a careful and critical discussion of the changing work landscape, Dr. Moore offers insights, guidelines, and strategies concerning leadership, management, stress, values, and ethics, as well as work–life balance, which underscore the reasons why so many women are choosing entrepreneurial careers.

The book opens with a chapter on "The New Work Landscape" and profiles four women who have taken entrepreneurship to heart: Gail Naughton, Founder, Chairman, and Chief Executive Officer (CEO) of Histogen; Nikki Hardin, Founder and Publisher of *Skirt!* Magazine; Denise Devine, Founder, CEO, and President of Nutripharm, Inc.; and Eleanor Tabi Haller-Jorden, General Manager of Catalyst Europe, AG. Each profile offers insights about why the particular woman chose entrepreneurship as a career, often as a "second act." This chapter sets the tone for the use of various profiles throughout the book. Throughout the first chapter, Dr. Moore weaves an interesting discussion concerning the research on the movement of women in the workplace, aspects of research on gender roles at work, the economic and social causes of the "mommy wars," and relevant legislation and policy. She does this in a meaningful way that retains the interest of the reader, for example, by relating information on glass ceilings, glass floors, and cliffs to the real-life stories of the women entrepreneurs profiled in the chapter. Chapter 2 focuses on "Organizations: Leadership and Management," aptly outlining major theories on leadership

while discussing four additional entrepreneurial profiles, and paying special attention to the special case of how women lead. This chapter makes a contribution by defining women's leadership in action, which often involves the use of personal power and teamwork, and offers specific strategies to help women learn how to lead.

Chapter 3 focuses on "Work, Life, and Career Strategies" and summarizes four additional entrepreneurial profiles while describing how the women were "called" to entrepreneurship, often as a progressive step in their careers. A lack of job satisfaction, inequitable wages, new values, and changing organizational environments often inspired women to make the decision to become small business owners and grow their businesses on their own. This chapter underlines a number of strategies for women entrepreneurs, including building alliances, finding a mentor, and improving their networking skills. The fourth chapter, "On the Road to Entrepreneurship," describes an additional set of women and some of the key business decisions they had to make while they were transitioning to an entrepreneurial career. The chapter provides a wealth of strategies for readers to consider while making the decision to become an entrepreneur, and strategies for then running the new business and dealing with employees. Finally, Chapter 5, "Preparing for the Future," explains some trends and possibilities associated with women entrepreneurs in technology-related industries and government-related industries, and discusses the generational divide that serves as a harbinger of the future. The book concludes on an upbeat note: that entrepreneurship will serve as the engine of future success and economic growth, and women will lead the way.

The strength of this book is the ability of the author to interweave profiles and stories about women's entrepreneurship while discussing the relevant academic research that applies to each woman's situation. The book offers a fresh new take on entrepreneurship that is grounded in management research and theory, and discusses how women have changed the business landscape. Dr. Moore has used her considerable academic competency to cite and reference the work of scholars and management research in general, in a way that will please any critical academic reviewer while taking care to not cite

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research in a way that is overpowering for the general reader or practicing women entrepreneur. The book offers considerable wisdom, critical thought, and advice for both women entrepreneurs and for all individuals who might be considering a path to entrepreneurship. The profiles of the women entrepreneurs within the book provide the reader with inspiration and advice.

As Moore says, many of these women ask, at the end of each day, "Did I make a difference today?," and very often the answer is a resounding "Yes." The level of fulfillment, genuine work satisfaction, and impact that these women are having on other's lives in meaningful ways gives hope to anyone who might consider an entrepreneurial career. *WomenPreneurs: 21st Century Success Strategies* speaks to the entrepreneur who resides in each of us and inspires possibilities for the future. It also serves as a wonderful resource for academics, practitioners, and scholars who might benefit from the example of a book that brings academic research to life through the stories of strong, take-charge women entrepreneurs who share a belief in the current and future role of entrepreneurial destiny.

REFERENCE

Moore, D. P. (2012). *WomenPreneurs: 21st Century success strategies*. New York, NY: Routledge.

ABOUT THE AUTHOR

Lisa A. Mainiero received her doctorate in organizational behavior from Yale University in 1983. Dr. Mainiero's latest book, co-authored with Sherry E. Sullivan, *The Opt-Out Revolt: Why People Are Leaving Companies to Create Kaleidoscope Careers* (Davies-Black Publishers, 2006), describes contemporary trends in the career landscape for women and for men. Dr. Mainiero has published several articles on executive women's careers, issues of power and politics, office romance, and crisis management strategies in journals such as *Administrative Science Quarterly*, *Academy of Management Review*, *Journal of Management*, *Academy of Management Executive*, and *Organizational Dynamics*. She currently is Full Professor of Management at the Charles F. Dolan School of Business at Fairfield University in Fairfield, Connecticut. She may be reached at lmainiero@fairfield.edu.