
Description: Discourse on small business start-up in the UK, advanced by the British government and other agencies, is one of encouraging enterprise, innovation and entrepreneurship. This is especially the case with respect to women. It is however suggested that men are around two and a half times more likely to be entrepreneurs than women (UK Global Entrepreneurship Report, 2006). Women are presented as reluctant entrepreneurs, yet many women dream of starting-up either as a means to combine work and family life or as an escape from being organised by others. This study explores the process of start-up through ethnography and interview data and posits that it is in the stages before business begins that start-up becomes problematic for women. The cumulative effects of seemingly unimportant but negative everyday exchanges erode women's will to start. These exchanges range from women's business not being taken seriously and masculine symbolism in the self-employment agency, to the emotional labour (Hochschild, 1993) or harmonising in the home demanded by family and friends. Women's business only becomes possible in carnivalesque spaces as a transgressive act.


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Web Address: http://www.researchandmarkets.com/reports/1898298/
Office Code: SCD2IS9D

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Paper back)</td>
</tr>
<tr>
<td>USD 90 + USD 29 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:   | Mr  | Mrs | Dr  | Miss | Ms  | Prof |
---------|-----|-----|-----|------|-----|------|
First Name: ___________________  Last Name: ___________________
Email Address: * ___________________
Job Title: ___________________
Organisation: ___________________
Address: ___________________
City: ___________________
Postal / Zip Code: ___________________
Country: ___________________
Phone Number: ___________________
Fax Number: ___________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World