

Women Entrepreneurship In Kenya's firms: a Demographic Perspective: Does Demography Influence performance of women

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Book Description

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This book is a must read for all women aspiring to start business. It is also very informative for those women who are already practicing businesses and have an interest to turnaround their businesses. The book comes in handy for all women who have a passion in their businesses and are either struggling to survive or to succeed in their business ventures.

It provides an understanding of the demographic characteristics of women and how these characteristics impact their business performance. The book will also be invaluable for students undertaking post graduate research because it provides extremely useful information in understanding the demographic composition of women in small businesses.

For more information about the book follow this link, <http://www.amazon.com/Women-Entrepreneurship-Kenyas-firms-Demographic/dp/365921874X>