

# **GO-TO-MARKET STRATEGIES FOR WOMEN ENTREPRENEURS**

If you have a professional ambition inside of you, this book will nudge it to fruition. The stories of passionate women will drive, inspire, and help define your path. The first part of the book tells stories of overcoming adversity that every business leader encounters. The second part offers tremendous insight into funding, personal branding, and more. This is empowerment on paper. I give it my highest recommendation.

*Helen Brown*  
**Academic Outreach Manager**  
**Vector Marketing/CUTCO Corporation**

*Go-to-Market Strategies for Women Entrepreneurs* advances our understanding of phenomena related to women entrepreneurs. Because of the diversity that runs across the chapters, readers will rapidly gain confidence about these phenomena and how they relate to each other. Such diversity manifests itself in ways such as (1) geographies covered (developed and developing countries), (2) methods used (qualitative and quantitative), and (3) unit of analysis (case studies, comparison studies, industry studies, and country-level studies). The compact chapters offer enlightened practitioners, students, and scholars of entrepreneurship a way to quickly climb to a high overlook of issues and opportunities for women entrepreneurs.

*Mark Peterson, PhD*  
**Professor of Marketing & Sustainable Business Practices**  
**Editor, *Journal of Macromarketing***  
**University of Wyoming**

National economies can significantly expand through engaging the knowledge, creativity, economic prowess, and talent offered by women. Empowerment of women must extend beyond public policy action to proactive institutional support as well as development of key internal, human factors within aspiring women entrepreneurs. Dr. Crittenden and her group of authors have assembled a book addressing the importance of these “human” factors through discussion of self-efficacy, relational ecosystems, a lifestyle of generosity, and other important topics. These concepts are reinforced through powerful stories providing tangible role models. This book moves beyond the inspirational, “I can do this!” to engagement, “This is how I will do this!”

*Gregory Pogue, PhD*  
**Deputy Executive Director and Senior Research Scientist**  
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*Go-to-Market Strategies for Women Entrepreneurs: Creating and Exploring Success* provides a comprehensive look at topics of keen importance to women who are thinking about building a business. Beginning with the descriptions of successful women entrepreneurs from various walks of life, the monograph demonstrates that entrepreneurial inspiration comes from a wide variety of backgrounds. The spotlights on gender diversity, hurdles faced in markets worldwide, and sectors ripe for disruption by women entrepreneurs offer perceptive insight. Finally, advice from women investing in women will ensure the reader understands what it takes to create success as a women entrepreneur.

*John A. Quelch, DBA*

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**Dean and Leonard M. Miller University Professor, Miami Business School**

# **GO-TO-MARKET STRATEGIES FOR WOMEN ENTREPRENEURS**

Creating and Exploring Success

EDITED BY

**VICTORIA L. CRITTENDEN**



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INVESTOR IN PEOPLE

This book is dedicated to: Ester Lee Scritchfield

(December 22, 1917–November 9, 2010)

*An inspiration and the first woman micro-entrepreneur I knew.*

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