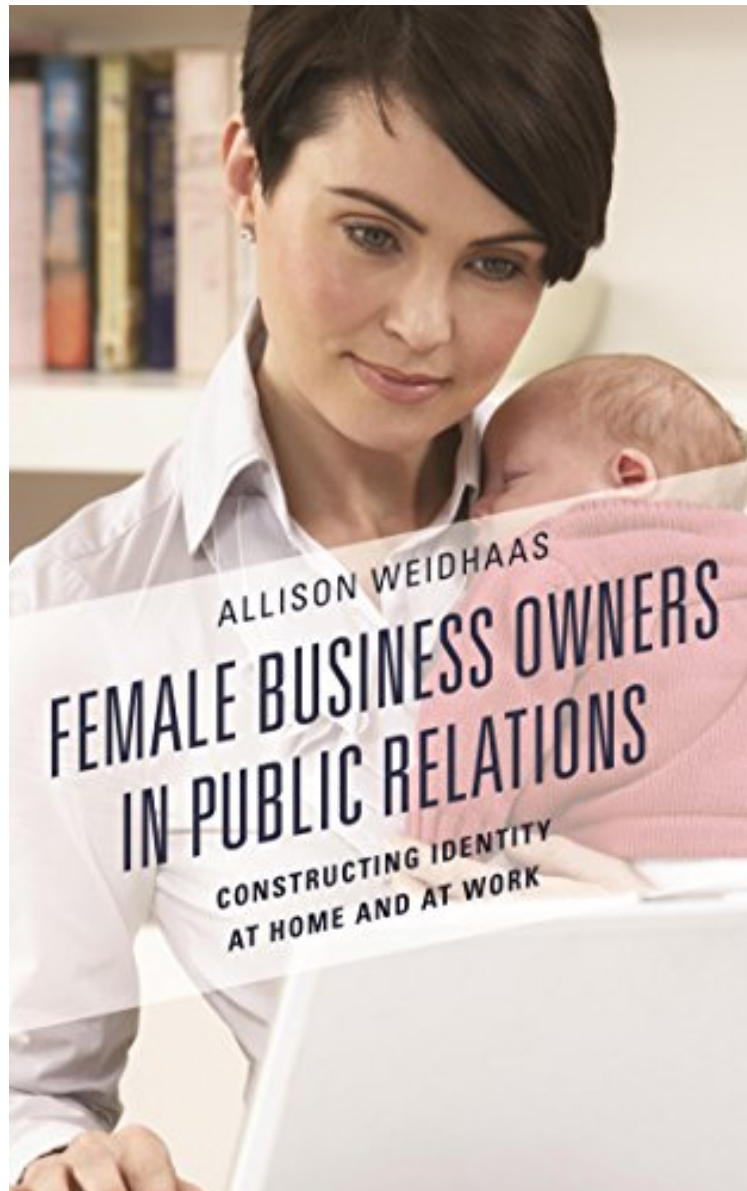


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Female Business Owners in Public Relations: Constructing Identity at Home and at Work

Allison Weidhaas

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Allison Weidhaas : Female Business Owners in Public Relations: Constructing Identity at Home and at Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised Female Business Owners in Public Relations: Constructing Identity at Home and at Work:

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small business owners represent an important group, but they are often misunderstood. The media and politicians frequently assume that business owners engage in high stakes endeavors, meticulously craft business plans and want to grow large organizations. In reality, this represents a portion of the population, not necessarily all business owners. Dr. Allison Weidhaas' book draws attention to the differences in small business owners. This is important work because it helps us better understand how to develop policies and programs for a variety of business owners. In providing a nuanced understanding of how female business owners construct and communicate about their work and nonwork lives, it enhances how politicians and academics address this important and growing group of women. 1 of 1 people found the following review helpful. Useful insights into women in public relations and the challenges they face. By Newt Gingrich Allison Weidhaas combines her personal experience as a professional woman in public relations with her academic training and interviews a number of women small business owners in public relations. She develops significant insights into the thinking and self identity of women combining maternal and professional careers. Anyone wanting to better understand professional women in the market place and the personal challenges of combining children, job, and self identity will find this a useful book.

Female Business Owners in Public Relations: Constructing Identity at Home and at Work presents an important perspective on how female business owners construct their work-life integration and addresses key identity questions. Weidhaas examines business ownership in public relations, an industry dominated by women, and incorporates the voices of practitioners through narrative interviews that explain the challenges and opportunities of work-life integration. This book explores the intersection of public relations practice, gender, and business ownership.

Weidhaas' work offers a vital perspective on gender in the modern workplace. Through personal narratives of successful entrepreneurs, *Female Business Owners in Public Relations* reveals the social discourses that challenge, constrain, and even undermine the ways in which work is communicatively understood. In the end, this book provides a much needed voice for women to articulate the complexities of their personal and professional lives. And, it offers a timely discussion on gender issues in our world today. (Jacob Jenkins, California State University Channel Islands) About the Author Allison Weidhaas is assistant professor at Rider University.