



# A Rising Tide: Financing Strategies for Women-Owned Firms

*Susan Coleman, Alicia Robb*

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Women-owned firms represent an increasingly important segment of the small business sector. According to the most recent data from the U.S. Census Bureau, there were 7.8 million women-owned firms in the United States in 2007, generating \$1.2 trillion in revenues and providing employment for 7.6 million people. *A Rising Tide* presents the financial strategies that have helped today's bold and creative women entrepreneurs to succeed.

The authors take a "lifecycle approach" in discussing the issues and strategies for different types of women-owned firms, from nascent and home-based firms to growth-oriented and technology-based enterprises. Each chapter includes real-world cases studies featuring women entrepreneurs as a way to bring the book's lessons to life.

Uniquely, this book ties together the latest research on financing women-owned businesses and its implications for actual or potential entrepreneurs. Drawing on the Kauffman Firm Survey, a longitudinal survey of over 4,000 new firms, the authors are able to provide particularly useful conclusions, making this a must read for the thousands of women who are starting or may start businesses in the next few years.

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