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

*Susan Coleman, Alicia Robb*

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**Susan Coleman, Alicia Robb : A Rising Tide: Financing Strategies for Women-Owned Firms** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Rising Tide: Financing Strategies for Women-Owned Firms:

2 of 2 people found the following review helpful. Exceptional fact and research based book for women entrepreneurs. A must read!By Frederique IrwinThis is one of my go-to books for women entrepreneurs. It lays out the facts behind what has been holding women business owners back in order to grow their businesses, as well as lays out clear solutions, resources, and opportunities to change the existing landscape. If you like facts, statistics, and research-based writing, this is the book for you!2 of 2 people found the following review helpful. Excellent Resource Rooted in Solid

Data and Theory  
By Candida G. Brush  
This book is one of few that is rooted in solid data and theory. The authors do a terrific job of providing detailed analysis of different types of women entrepreneurs (nascent, home based, family, high growth, high technology) then based on theory and findings, offer tips and recommendations for action. The book is very readable and has vignettes and stories. I highly recommend it!  
0 of 0 people found the following review helpful.  
So much great information in this book if you have a small ...  
By MelBell  
So much great information in this book if you have a small business or are thinking about starting one. Clear, easy to understand, and the case studies really put it into perspective.

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. [Click here to view the book trailer.](#)

"This book makes an important contribution in encouraging more women to consider starting a new venture. For those who take the leap, it provides a great deal of advice and numerous suggestions that will help them avoid the many pitfalls that await the unwary and inexperienced." (John Watson The University of Western Australia)  
"A lucid discussion of financing women's entrepreneurial ventures! The authors are able to translate much of the esoteric research into usable advice. Readers will likely learn as much in their second read as they do in their first." (John R. Becker-Blease)  
About the Author  
Dr. Susan Coleman is a Professor of Finance at the University of Hartford. Dr. Alicia Robb is Senior Research Fellow at the Ewing Marion Kauffman Foundation and is the Principal Investigator on the Kauffman Firm Survey. She is co-author of *Race and Entrepreneurial Success: Black-, Asian-, and White-Owned Businesses in the United States*.