

(Read now) Capital Intentions: Female Proprietors in San Francisco, 1850-1920 (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy)

Capital Intentions: Female Proprietors in San Francisco, 1850-1920 (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy)

Edith Sparks

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



READ ONLINE

#1662037 in eBooks 2011-12-01 2011-12-01 File Name: B006M3QGJ8 | File size: 32.Mb

Edith Sparks : Capital Intentions: Female Proprietors in San Francisco, 1850-1920 (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and Public Policy) before purchasing it in order to gage whether or not it would be worth my time, and all praised Capital Intentions: Female Proprietors in San Francisco, 1850-1920 (The Luther H. Hodges Jr. and Luther H. Hodges Sr. Series on Business, Entrepreneurship, and

Public Policy):

0 of 0 people found the following review helpful. Disappointed...By Amanda Burton I wish I could give this a better review. It reads like a graduate thesis, which it is, and it's apparent that the writer had an idea about the state of women's entrepreneurship in 19th and early 20th century San Francisco, and appropriated whichever data was handy to support her thesis. Her assumptions about women's motivations don't allow for the randomness, complexity, and nuance of human experience. As a woman, an entrepreneur, a San Franciscan, and a history geek, I came to the book with favorable biases but was unable to sustain them. 0 of 0 people found the following review helpful. I loved this book By Chapiz Requirement for my history in business and economics class at cal state. I loved this book! Very inspirational for women who would like to one day own their own business. 3 of 3 people found the following review helpful. Lots of Words, Little Meat By Patsy Hardin While Edith Sparks adds to the historical conversation about women in business there are several items about this book that trouble me. First and foremost is Sparks' annoying habit of not naming her sources within the text. She relies on the phrases - "One scholar notes," or "one historian who studies working women . . ." It makes her argument weaker and suggests sloppy note taking on her part because she does not name the sources she uses in the text. Sparks' uses the same sources over and over again in each chapter, even though she says she had a sample study size of ninety-two, the sample she includes in the text is very small. In using the information she has on the women in her study, she repeatedly uses their full names instead of relying on proper historical writing methods of using the first names of the individuals once and then referring to them thereafter by their last names. In the space of two pages, she used the same woman's name (Luzena Wilson) at least six times as if the reader could not remember who they were reading about! The time period the book's title suggests is 1850-1920, but that does not stop Sparks from using material outside the date scope as an example of what she is talking about. Likewise, she also uses an example from Stockton, California, which was not one of the cities she names in her study sample. Sparks included other cities in her study, but rarely mentions the other cities. One wonders why the cities were included. What Sparks has here is a book filled with a lot of words surrounding a bit of research on women in business in San Francisco from 1850 to 1930.

Late nineteenth-century San Francisco was an ethnically diverse but male-dominated society bustling from a rowdy gold rush, earthquakes, and explosive economic growth. Within this booming marketplace, some women stepped beyond their roles as wives, caregivers, and homemakers to start businesses that combined family concerns with money-making activities. Edith Sparks traces the experiences of these women entrepreneurs, exploring who they were, why they started businesses, how they attracted customers and managed finances, and how they dealt with failure. Using a unique sample of bankruptcy records, credit reports, advertisements, city directories, census reports, and other sources, Sparks argues that women were competitive, economic actors, strategizing how best to capitalize on their skills in the marketplace. Their boardinghouses, restaurants, saloons, beauty shops, laundries, and clothing stores dotted the city's landscape. By the early twentieth century, however, technological advances, new preferences for name-brand goods, and competition from large-scale retailers constricted opportunities for women entrepreneurs at the same time that new opportunities for women with families drew them into other occupations. Sparks's analysis demonstrates that these businesswomen were intimately tied to the fortunes of the city over its first seventy years.