



Arab Women Rising

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Recent decades have seen greatly expanded opportunities for women throughout the Arab world, leveling the playing field as never before.

In *Arab Women Rising*, Knowledge@Wharton contributors Nafeesa Syeed and Rahilla Zafar share the entrepreneurial journeys of 35 women, from a flower farmer tending her fields in the Tunisian countryside to a Saudi royal advocating for expanded women's rights throughout the kingdom.

This Knowledge@Wharton collection tells the stories of:

- Pioneers who are establishing exciting technology companies in a region where mobile usage is on the upswing
- Small and midsize business owners who started enterprises specializing in everything from public relations to the arts
- Innovators who have rolled out new products, revamped fashions, and integrated new services into their industries
- Visionaries tapping the big-picture potential the region holds in such growing fields as entertainment and science
- Women effectively spearheading change in their communities by starting social enterprises

Inspiring and powerful, *Arab Women Rising* is a guide to understanding the modern business environment created and led by a new generation of women entrepreneurs in the Middle East and North Africa.

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