

*INTERNATIONAL  
SERIES ON  
TECHNOLOGY  
POLICY AND  
INNOVATION*

**AN AMERICAN STORY:  
MEXICAN AMERICAN  
ENTREPRENEURSHIP  
& WEALTH CREATION**

**Edited by**

**John Sibley Butler**

The University of Texas at Austin, USA

**Alfonso Morales**

University of Wisconsin, USA

**David L. Torres**

The University of Arizona South, USA

Purdue University Press

# Contents

Preface	vii
Mexican American Entrepreneurship: Discovery and Rediscovery of a Tradition <i>Daryl Williams</i>	
Introduction	i
An American Story: Mexican-American Entrepreneurship and Wealth Creation <i>John Sibley Butler, Alfonso Morales, and David L. Torres</i>	
Chapter 1. The Mexican American Self-employed Population in Context	9
<i>David L. Torres</i>	
Chapter 2. Life on the "Hill": Entrepreneurial Strategies in 1940s Corpus Christi	43
<i>Mary Ann Villarreal</i>	
Chapter 3. English Proficiency and Entrepreneurial Income among Mexican Immigrant Men in the United States, 1990, 2000, and 2005	61
<i>Alberto Dávila and Marie T. Mora</i>	
Chapter 4. How Successful are Female Hispanic Entrepreneurs?	79
<i>Magnus Lofstrom and Timothy Bates</i>	

Chapter 5. A Woman's Place is on the Street: Purposes and Problems of Mexican American Women Entrepreneurs <i>Alfonso Morales</i>	99
Chapter 6. Mexican Immigrant Entrepreneurship in Los Angeles: An Analysis of the Determinants of Entrepreneurial Outcomes <i>Mary Lopez and Dolores Trevizo</i>	127
Chapter 7. Knowledge and Networks: Mexican-American Entrepreneurship in Southwestern Michigan <i>María Josefa Santos</i>	151
Chapter 8. Mexican American Entrepreneurship in the Southwest <i>Zulema Valdez</i>	175
Conclusion Concluding Thoughts and Call for Future Research <i>John Sibley Butler, Alfonso Morales, and David L. Torres</i>	197
About the Contributors	203