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# **Effectuation Elements Of Entrepreneurial Expertise New Horizons In Entrepreneurship**

*Economic inequality continues to contribute to political and social instability around the world. This instability stifles development and results in widening the wealth gap between the "haves" and "have nots," further eroding stability. It has been argued that entrepreneurship is a prime contributor to this vicious cycle.*

***Using Entrepreneurship and Social  
Innovation to Mitigate Wealth***

***Inequality contends that this is only true when the opportunity for entrepreneurship is limited to a few. The authors maintain that when entrepreneurship is open to anyone who is properly motivated, innovative, and has a goal of growth for their enterprise, it helps build wealth for a greater number of people. The concept of "social entrepreneurship" is introduced, where entrepreneurship becomes a vehicle for explicitly addressing community-based economic and social challenges using markets. The book uses examples of entrepreneurial projects and***

*programs that have attempted to address inequality to discuss entrepreneurship as an economic development strategy and its role in addressing the challenges of economic inequality. It advocates thinking and acting systemically, creating and sustaining entrepreneurial support ecosystems, in order to generate the synergy required to scale-up development and transform our economies and provides a distinctive perspective on a pressing social and economic issue, with significant implications for the future of the United States and the world.*

*This Research Handbook provides*

*a comprehensive and detailed exploration of this question: What do entrepreneurs do? The book offers three perspectives (behaviour, practice, process) on this question, demonstrates specific methods for answering the question (ethnography, autoethnography, participant observation, diaries, social media platforms and multilevel research techniques) and provides insights into the implications of pursuing this question as it pertains to: the timing and relationality of entrepreneurial activities, the influence of socially situated cognitions, the effect of team membership, and, the challenges of*

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*pursuing a behaviourally oriented  
entrepreneurship pedagogy.*

*With chapters focusing on China, India, Southeast Asia and South America, the Handbook explores views on the new hot spots in techno-entrepreneurship development.*

*This edited collection draws together cutting edge perspectives from leading scholars on the increasingly prominent discussion of entrepreneurial behaviour.*

*Exploring various aspects of human behaviour, the authors analyse the antecedent influences and drivers of entrepreneurial behaviour in different organisational settings. This*

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*collection is of interest to scholars,  
practitioners and even policy-*

*makers, as a result of its in-depth  
exploration, discussion and*

*evaluation of emerging themes of  
entrepreneurial behaviour within*

*the field of entrepreneurship and  
beyond. Offering contextual*

*examples from universities, firms  
and society, Entrepreneurial*

*Behaviour covers topics such as*

*entrepreneurial intention, gender,  
crime, effectuation and teamwork.*

*Prescriptive Entrepreneurship*

*Just Start*

*Entrepreneurial Behaviour*

*Ambiguity and Choice in*

*Organizations*

*The Theory of Entrepreneurship*

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***Introduction to Entrepreneurship  
(Trace Trilogy, Book 1)***

There has been an explosion of interest in entrepreneurs in the popular media, as well as in business, policy, and education. But what do entrepreneurs do? What is entrepreneurship and why is it important? What is distinctive about entrepreneurs? And where do they come from? In this Very Short Introduction Paul Westhead and Mike Wright weave a pathway through the debates about entrepreneurship, providing a guide to the entrepreneurial process. They look at how the actions of entrepreneurs are shaped by the external environment and

Entrepreneurship  
availability of resources, consider  
the types of organizations in which

entrepreneurs can be found, and  
look at the diversity in their  
backgrounds, experience, and how  
they think and learn. Lastly, they  
consider the impact that  
entrepreneurs have on modern  
market economies and look at the  
future of entrepreneurship in our  
increasingly globalized world.

**ABOUT THE SERIES:** The Very  
Short Introductions series from  
Oxford University Press contains  
hundreds of titles in almost every  
subject area. These pocket-sized  
books are the perfect way to get  
ahead in a new subject quickly. Our  
expert authors combine facts,



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analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

In this book, scientists review current knowledge about expertise.

They provide a summary of general methods and reveal the existence of many general characteristics of expertise

Learn the true process of a successful entrepreneur with

Introduction to Entrepreneurship,  
8/e International Edition Presenting

the most current thinking in this explosive field, this renowned

entrepreneurship text provides a

practical, step-by-step approach that makes learning easy. Using

exercises and case presentations,

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you can apply your own ideas and  
develop useful entrepreneurial skills.

Cases and examples found  
throughout the text present the new  
venture creations or corporate  
innovations that permeate the world  
economy today. This book will be  
your guide to understanding the  
entrepreneurial challenges of  
tomorrow.

A new classic, cited by leaders and  
media around the globe as a highly  
recommended read for anyone  
interested in innovation. In *The  
Innovator's DNA*, authors Jeffrey  
Dyer, Hal Gregersen, and bestselling  
author Clayton Christensen (*The  
Innovator's Dilemma*, *The  
Innovator's Solution*, *How Will*

You Measure Your Life?) build on what we know about disruptive innovation to show how individuals can develop the skills necessary to move progressively from idea to impact. By identifying behaviors of the world's best innovators—from leaders at Amazon and Apple to those at Google, Skype, and Virgin Group—the authors outline five discovery skills that distinguish innovative entrepreneurs and executives from ordinary managers: Associating, Questioning, Observing, Networking, and Experimenting. Once you master these competencies (the authors provide a self-assessment for rating your own innovator's DNA), the

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authors explain how to generate ideas, collaborate to implement them, and build innovation skills throughout the organization to result in a competitive edge. This innovation advantage will translate into a premium in your company's stock price—an innovation premium—which is possible only by building the code for innovation right into your organization's people, processes, and guiding philosophies. Practical and provocative, *The Innovator's DNA* is an essential resource for individuals and teams who want to strengthen their innovative prowess. **Take Action, Embrace Uncertainty, Create the Future**

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Impact on Business and Society

Creating and Sustaining

Entrepreneurial Value

The Six Essential Skills of

Extraordinary Entrepreneurs

Effectuation

Start Small, Stay Small

Digital Entrepreneurship

Over the past few years social entrepreneurship has grown as a research field. In this 3rd

volume in the series,

contributions explore questions of values in social

entrepreneurship as well as the identification and exploitation

of social venturing opportunities.

In years past, the keywords for

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leaders were confidence, single-minded purpose, and strategic planning. But today's vastly complex, globalized, and fast-evolving world requires a different kind of leadership. This game-changing book details a new approach—entrepreneurial leadership—developed at Babson College, the number-one school for entrepreneurship in the world. Entrepreneurial leadership is inspired by, but is separate from, entrepreneurship. It can be applied in any organizational situation, not just start-ups. Based on two years of extensive

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research, it embraces three principles that add up to a fundamentally new worldview of business and a new logic of decision making. First, rapid change and increasing uncertainty require leaders to be “cognitively ambidextrous,” able to shift between traditional “prediction logic” (choosing actions based on analysis) and “creation logic” (taking action despite considerable unknowns). Guiding this different way of thinking and acting is a new view of business, where simultaneous creation of social, environmental, and economic

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value is the order of the day. Finally, entrepreneurial leaders leverage their understanding of themselves and their social context to guide effective action. Each chapter offers concrete examples of how educators across all disciplines are integrating these ideas into their courses—and even their entire curricula. The New Entrepreneurial Leader lays out a comprehensive new paradigm for reinventing management education in order to mold leaders who will shape social and economic opportunity. Speed in acquiring the knowledge and skills to perform



tasks is crucial. Yet, it still ordinarily takes many years to achieve high proficiency in countless jobs and professions, in government, business, industry, and throughout the private sector. There would be great advantages if regimens of training could be established that could accelerate the achievement of high levels of proficiency. This book discusses the construct of 'accelerated learning.' It includes a review of the research literature on learning acquisition and retention, focus on establishing what works, and why. This includes several demonstrations

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of accelerated learning, with specific ideas, plans and roadmaps for doing so. The impetus for the book was a tasking from the Defense Science and Technology Advisory Group, which is the top level Science and Technology policy-making panel in the Department of Defense. However, the book uses both military and non-military exemplar case studies. It is likely that methods for acceleration will leverage technologies and capabilities including virtual training, cross-training, training across strategic and tactical levels,

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and training for resilience and adaptivity. This volume provides a wealth of information and guidance for those interested in the concept or phenomenon of "accelerating learning"— in education, training, psychology, academia in general, government, military, or industry. Interest in and attention to entrepreneurship has exploded in recent years. Nevertheless, much of the research and scholarship in entrepreneurship has remained elusive to academics, policymakers and other researchers, in large part because the field is informed by

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a broad spectrum of disciplines, including management, finance, economics, policy, sociology, and psychology, often pursued in isolation from each other.

Since its original publication in 2003, the Handbook of Entrepreneurship Research has served as the definitive resource in the field, bringing together contributions from leading scholars in these disciplines to present a holistic, multi-dimensional approach.

This new edition, fully revised and updated, and including several new chapters, covers all of the primary topics in entrepreneurship, including

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entrepreneurial behavior, risk  
and opportunity recognition,

equity financing, business

culture and strategy,

innovation, and the impact of

entrepreneurship on economic

growth and development.

Featuring an integrative

introduction, extensive

literature reviews and

reference lists, the Handbook

will continue to serve as a

roadmap to the rapidly evolving

and dynamic field of

entrepreneurship.

A New Agenda for the Study of

Entrepreneurial Processes and

Possibilities

Using Entrepreneurship and

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Social Innovation to Mitigate

Wealth Inequality

Handbook of Research on

Techno-Entrepreneurship,

Second Edition

Issues of Human Capital,

Financial Capital and Network

Structures

Thought and Choice in Chess

Entrepreneurial Marketing

Women Entrepreneurs Across

Racial Lines

***Shaping Entrepreneurship  
Research: Made, as Well as  
Found is a collection of  
readings designed to  
support entrepreneurship  
research. Focused on a  
worldview in which the***

***future is open-ended and shapeable through human action - i.e. "made", this collection reframes entrepreneurship as a science of the artificial rather than as a natural or social science. It posits an open-ended universe for the making of human artifacts even if large swathes of nature and society are not within the control of the people making them. The book explores the notion of "made" through 25 foundational readings - classics from the history of ideas. Organized into five***

**sections, each classic is individually introduced by the editors in one of five chapters written to explain its relevance and significance for a "made" view of entrepreneurship. Readers will benefit from exposure to these classic ideas and ongoing research in a variety of areas that fall somewhat outside the line-of-sight of traditional entrepreneurship research. Both individually and collectively, the readings suggest opportunities to ask new questions and develop new ways of framing**





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***alternative set of  
foundational ideas to  
support their conversations  
in the discipline.  
Outlines a path to success  
based on creativity and  
problem solving despite the  
changing economic climate  
and future uncertainty.  
"In the only known program  
of prescriptive  
entrepreneurship, James  
Fiet provides a marked  
contrast to the standard  
descriptive focus of  
entrepreneurship studies.  
The author lays out a  
program of research to  
develop and test***

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***theoretically derived guidelines for how to improve the success rate and performance of aspiring entrepreneurs. Rather than describing what entrepreneurs to, he prescribes and tests what they ought to do." "The book will be of interest to business and entrepreneurship scholars and teachers, students and aspiring entrepreneurs who are looking for prescriptive tools to help them launch a successful business."--BOOK JACKET.***

***In a world of stiffening***

**competition, business strategy is more crucial than ever. Yet most organizations struggle in this area--not with formulating strategy but with executing it, or putting their strategy into action. Owing to execution failures, companies realize just a fraction of the financial performance promised in their strategic plans. It doesn't have to be that way, maintain Robert Kaplan and David Norton in The Execution Premium. Building on their breakthrough works on strategy-focused**

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**organizations, the authors describe a multistage system that enables you to gain measurable benefits from your carefully formulated business strategy. This book shows you how to: Develop an effective strategy--with tools such as SWOT analysis, vision formulation, and strategic change agendas Plan execution of the strategy--through portfolios of strategic initiatives linked to strategy maps and Balanced Scorecards Put your strategy into action--by integrating operational tools**

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**such as process dashboards,  
rolling forecasts, and**

**activity-based costing Test**

**and update your**

**strategy--using carefully**

**designed management**

**meetings to review**

**operational and strategic**

**data Drawing on extensive**

**research and detailed case**

**studies from a broad array**

**of industries, The Execution**

**Premium presents a**

**systematic and proven**

**framework for achieving the**

**financial results promised by**

**your strategy.**

**An Effectual Approach**

**Inside the Black Box: An**

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***Expanded Edition***

***Entrepreneurial Identity***

***Made, As Well As Found***

***Contemporary***

***Entrepreneurship Issues In***

***International Business***

***The New Entrepreneurial***

***Leader***

***The Process of Becoming an***

***Entrepreneur***

The journey from strategy to operating success depends on creating an organization that can deliver the chosen strategy. This book, explaining the Operating Model Canvas, shows you how to do this. It teaches you how to define the main work processes, choose an organization structure, develop a high-level blueprint of the IT systems, decide where to locate and how to lay out floor

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plans, set up relationships with suppliers and design a management system and scorecard with which to run the new organization. The Operating Model Canvas helps you to create a target operating model aligned to your strategy. The book contains more than 20 examples ranging from large multi-nationals to government departments to small charities and from an operating model for a business to an operating model for a department of five people. The book describes more than 15 tools, including new tools such as the value chain map, the organization model and the high-level IT blueprint. Most importantly, the book contains two fully worked examples showing how the tools can be used to develop a new operating model. This book should be on the desk of every consultant, every strategist, every leader of transformation, every functional business



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partner, every business or enterprise architect, every Lean expert or business improvement champion, in fact everyone who wants to help their organization be successful. Additional content can be found on the website for the Operational Model Canvas:

[Www.operatingmodelcanvas.com](http://www.operatingmodelcanvas.com)

The female entrepreneurship researchers community has to thank these women for their brilliant work in reviewing, revising and selecting the best papers from the second Diana International Conference that were finally edited for this volume. . . the book is a good compendium of female entrepreneurship circumstances in different countries that focuses specifically on the explanation as to why gender plays a role in the number of ventures started by women and why they are in general smaller and less growth-oriented. Manuela Pardo-del-Val, International

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Entrepreneurship and Management Journal . . . this edited text draws upon a range of international contributors to present a comparative overview of challenges facing female entrepreneurs seeking to grow their firms. . . this is an interesting book that makes a welcome contribution to contemporary debate. Susan Marlow, International Small Business Journal The data and information presented in this work will be of particular interest to students and scholars of entrepreneurship or labor and women s studies. Recommended. General readers; upper-division undergraduate through professional collections. E.P. Hoffman, Choice Enterprising new firms drive economic growth, and women around the world are important contributors to that growth. As entrepreneurs, they seize opportunities, develop and deliver new goods and

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services and, in the process, create wealth for themselves, their families, communities, and countries. This volume explores the role women entrepreneurs play in this economic progress, highlighting the challenges they encounter in launching and growing their businesses, and providing detailed studies of how their experiences vary from country to country. Statistics show that businesses owned by women tend to remain smaller than those owned by men, whether measured by the number of employees or by the size of revenues. Because women-led firms fail to grow as robustly, the opportunities to innovate and expand are limited, as are the rewards. Based on recent studies that examine the links between entrepreneurial supply and demand issues, this volume provides insights into how women around the world are addressing the challenges of entrepreneurial growth. The first set of

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chapters consists of country overviews and provides discussions of the state of women growing businesses. The second set of chapters describes research projects under way in different countries and explores more focused topics under the umbrella of women business owners and business growth. The volume concludes with an agenda and projects for future research. Academics and policymakers will gain a greater understanding of women's entrepreneurial behaviors and outcomes through this path-breaking volume. Those who support women through education and training, policymaking, or providing entrepreneurial resources will also find the volume of great practical interest.

How do you sell an innovative product to a market that does not yet exist?

Entrepreneurial businesses often create products and services based on radically new technology that have the power to

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change the marketplace. Existing market research data will be largely irrelevant in these cases, making sales and marketing of innovative new products especially challenging to entrepreneurs.

Entrepreneurial Marketing focuses on this challenge. Classic core marketing concepts, such as segmentation, positioning and the marketing mix undergo an ' extreme makeover ' in the context of innovative products hitting the market. Edwin J. Nijssen stresses principles of affordable loss, experimentation and adjustment for emerging opportunities, as well as cooperation with first customers. Containing many marketing examples of successful and cutting edge innovations (including links to websites and videos on the Internet), useful lists of key issues and instructions on how to make a one-page marketing plan, Entrepreneurial Marketing: An Effectual Approach

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provides a vital guide to successfully developing customer demand and a market for innovative new products. This second edition has been thoroughly expanded with: a one-page marketing plan which now focuses on the three entrepreneurial challenges that can be easily adapted; coverage of the customer development process; and updated references and new examples. This book provides students and entrepreneurs with the fundamental tools to succeed in marketing.

Created through a "student-tested, faculty-approved" review process, involving over 120 students and faculty members, MATH is an engaging and accessible solution that accommodates the busy lifestyles of today's learners at a value-based price. This paperback text offers a full suite of learning aids, including end-of-chapter review cards, downloadable

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flashcards and practice problems, online video tutorials, solutions to exercises and practice quizzes aimed at supplementing learning outside of the classroom. MATH presents concepts in a visual and approachable way, ideal for combating the math anxiety often found in Liberal Arts Math students. Also available is Cengage Learning's Enhanced WebAssign®-a complete online homework management system for students and professors.

Cultural Entrepreneurship

Elements of Entrepreneurial Expertise

The Creator's Code

Handbook of Entrepreneurship Research

Training for High Proficiency in a

Complex World

A Global Research Perspective

The Innovator's DNA

***The concept of***

***effectuation is as subtle***

***as it is profound. On the***

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one hand, it challenges long held beliefs about the nature of cause and effect in social science. On the other hand, it generates a host of new insights about social phenomena. This concept is particularly well suited to analyzing entrepreneurial behavior behaviors undertaken in settings where the relationship between cause and effect is understood, at best, very poorly. Jay B. Barney, The Ohio State University, US Things rarely turn out as we expected or intended.



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*Neither rational choice between well-defined prospects nor commitment to a vision, which can be realised by will power or persuasion, offers a credible representation of much human activity even the activities of entrepreneurs. But although uncertainty (or unknowledge) is inescapable it may be productively managed. If we understand our present circumstances and some of its possibilities, build constructive relationships with others, and be ready to adjust both our*

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objectives and the means of achieving them in order to take advantage of new contingencies, then we can at least participate in shaping our own future. By taking this perspective Saras Sarasvathy makes entrepreneurship a natural human activity, expressing the limitations and potential of human motivation and human intelligence. Brian J. Loasby, University of Stirling, UK In Effectuation Saras Sarasvathy presents a carefully researched and reasoned view of

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entrepreneurial behavior that both challenges and extends prevailing wisdom in the field. There is little doubt that these ideas will serve as an important foundation for anyone desirous of stimulating positive action in the world. With Effectuation we are equipped to provide a generation of students and managers with the methods to make and find opportunities that create value. . . everywhere.  
Leonard A. Schlesinger,  
President, Babson College,  
US To effectuate is to

*engage in a specific type of entrepreneurial action.*

*It has special importance for situations where the future is truly unknowable or human agency is of primary importance. In*

*Effectuation, Saras Sarasvathy explores the theory and techniques of non-predictive control for creating new firms, markets and economic opportunities. Using empirical and theoretical work done in collaboration with Nobel Laureate Herbert A. Simon, the author employs methods from cognitive science and*

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*behavioral economics to develop the notion of entrepreneurial expertise and effectuation.*

*Supportive empirical evidence is provided by the author s study of 27 entrepreneurs as well as other independent studies. The book then traces the consequences of effectuation for business management, economics and social philosophy. The author finds that effectuators generate constraint-satisfying solutions rather than searching for optimal ones, make rather than*

*find opportunities, and in a deep sense, convert as-if propositions into even-if ones. The way they accomplish this is the central discussion of the book. Students and scholars of entrepreneurship will find this path-breaking research of great value. The book's conclusions will also be of interest to those in the fields of behavioral and evolutionary economics, cognitive science and management. This Element provides an overview of cultural*

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*entrepreneurship scholarship and seeks to lay the foundation for a broader and more integrative research agenda at the interface of organization theory and entrepreneurship. Its scholarly agenda includes a range of phenomena from the legitimation of new ventures, to the construction of novel or alternative organizational or collective identities, and, at even more macro levels, to the emergence of new entrepreneurial possibilities and market categories. Michael*

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Lounsbury and Mary Ann  
Glynn develop novel

theoretical arguments and discuss the implications for mainstream entrepreneurship research, focusing on the study of entrepreneurial processes and possibilities. Based on in-depth interviews with more than 200 leading entrepreneurs, a lecturer at the Stanford Graduate School of Business identifies the six essential disciplines needed to transform your ideas into real-world successes. Each of us has the capacity to spot



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opportunities, invent products, and build businesses—even \$100 million businesses. How do some people turn ideas into enterprises that endure? Why do some people succeed when so many others fail? *The Creator's Code* unlocks the six essential skills that turn small notions into big companies. This landmark book is based on 200 interviews with today's leading entrepreneurs including the founders of LinkedIn, Chipotle, eBay, Under Armour, Tesla Motors, SpaceX, Spanx,

Dropbox. Over the course of five years, Amy Wilkinson conducted rigorous interviews and analyzed research across many different fields. From the creators of the companies ranging from Yelp to Chobani to Zipcar, she found that entrepreneurial success works in much the same way. Creators are not born with an innate ability to conceive and build \$100 million enterprises. They work at it. They all share fundamental skills that

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can be learned, practiced,  
and passed on. The  
Creator's Code reveals six  
skills that make creators  
of all kinds of endeavors  
breakthrough. These skills  
aren't rare gifts or slim  
chance talents.

Entrepreneurship,  
Wilkinson demonstrates, is  
accessible to everyone.  
To effectuate is to engage  
in a specific type of  
entrepreneurial action. It  
has special importance for  
situations where the  
future is truly unknowable  
or human agency is of  
primary importance. In  
this new and updated

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edition of the bestselling  
*Effectuation*, Saras  
Sarasvathy explores the  
theory and techniques of  
non-predictive control for  
creating new firms,  
markets and economic  
opportunities.

*Shaping Entrepreneurship  
Research*

*A Guide to Finding Career  
Treasure*

*Research Handbook on  
Strategic Entrepreneurship  
Entrepreneur's Notebook  
Linking Strategy to  
Operations for Competitive  
Advantage*

*Research Handbook on  
Entrepreneurial Behavior,*

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*Practice and Process*  
*Entrepreneurship*

*Practical Advice for  
Starting a New Business  
Venture*

- Available from Amazon beginning February 2018 - 'A Guide to Finding Career Treasure' is not another book providing the appealing but vague career advice to 'just follow your passion.' It is not about resumes and cover letters or encouragement to do stereotypical 'job networking' which too often is a waste of time, or worse. This is a workbook for college students and young professionals (and possibly some not so young) that

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provides 8 specific steps to find paid work you would enjoy doing even if you were not paid to do it! MAK calls this finding 'Career Treasure. A Guide to Finding Career Treasure explains HOW to create the work future you truly want rather than being limited to what's printed on the menu. If your life and education have taught you a lot, but maybe not nearly as much about 'how' to put your interests and education to work, this 8 section/80 page workbook may quickly prove very valuable to you. This workbook provides a straight-forward approach with explanations, exercises and

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activities to help you discover your very best work opportunities - which almost never hang-out in plain sight. ----- Praise for "A Guide to Finding Career Treasure" "A true shift in how to find opportunities and create your ideal career in the real world." - Josh F., used his interest in biology and genetics to create his dream job in the field of nutraceuticals "This incredibly valuable book opened my eyes to new possibilities - instead of looking for job openings, I now understand how to create my own job." - Gabriella T., psychology major with an interest in economics hired at

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Oregon Health Sciences

University "FCT got me to step out of my comfort zone and challenged me to create the future I wanted." - Scott O., interest in influencing work-life balance in Japan led to getting a newly-created, international job at KEEN footwear "Using FCT's approach, I was able to find a role I'm passionate about and get paid for it!" - Ariel G., east Asian studies and anthropology now working in global merchandising for Nike

As entrepreneurship education grows across disciplines and permeates through various areas of university programs, this



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timely book offers an interdisciplinary, comparative and global perspective on best practices and new insights for the field. Through the theoretical lens of collaborative partnerships, it examines innovative practices of entrepreneurship education and advances understanding of the discipline.

The book explores various aspects of cognitive and motivational psychology as they impact entrepreneurial behavior. Building upon the 2009 volume, *Understanding the Entrepreneurial Mind*, the editors and contributors explore the

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cognitions, motivations, passions, intentions, perceptions, and emotions associated with entrepreneurial behaviors, in each case preserving their original chapters and enhancing them with thoughtful and targeted updates, reflecting on the most recent developments in theory and practice, telling the story of what has transpired in the last decade in the field of entrepreneurial psychology. The volume addresses such questions as: Why do some people start business and others do not? Is entrepreneurship a natural quality or can it be taught? Do

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entrepreneurs think differently from others? While there is a great deal of literature exploring the dynamics of new firm creation, policies to promote innovation and technology transfer, and the psychology of creativity; research on entrepreneurial mindset or cognition is relatively new, and draws largely from such related fields as organizational behavior, cognitive and social psychology, career development, and consumer research. In this book, editors Brännback and Carsrud have reassembled the contributors to Understanding the Entrepreneurial Mind to

discuss new research paradigms given their vantage point years after the original volume was published. Featuring the most current literature references, *Revisiting the Entrepreneurial Mind* continues to challenge conventional approaches to entrepreneurship and articulate an agenda for future research. *The Theory of Entrepreneurship* examines the interiors of the entrepreneurial value creation process, and offers a new unified and comprehensive theory to afford empirical investigations as well as delineate a broader view of the entrepreneurial contextual milieu.

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Individual, Contextual and  
Microfoundational Perspectives  
Revisiting the Entrepreneurial  
Mind  
Teaching Entrepreneurship in  
Practice  
Toward a General Theory of  
Expertise  
Accelerated Expertise  
The Systematic Search for  
Entrepreneurial Discoveries  
A Developer's Guide to  
Launching a Startup  
Entrepreneurship is an academic  
discipline that, despite decades  
of growth in research and  
teaching activity lacks a  
traditionally distinct or common  
theoretical domain. In this book,

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Entrepreneurship  
editors Thomas N. Duening and  
Matthew Metzger explore

entrepreneurial identity, facets of  
entrepreneurship education in  
forming and developing this  
identity and the development of  
entrepreneurs in general.

Chapters focus primarily on  
macro-level identity issues (i.e.,  
how do these entrepreneurial  
archetypes form, persist, and  
sometimes change) or micro-  
level identity issues (i.e., how  
can educators and resource  
providers identify, communicate,  
and incentivize identity  
construction among aspiring  
entrepreneurs), topics that will be  
of interest to researchers and

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students alike.

This Research Handbook provides a solid foundation for exploring the vibrant field of strategic entrepreneurship, with an examination of important topics from theoretical, psychological and economic perspectives. PhD students, scholars and researchers alike who want to investigate further into strategic entrepreneurship in depth as well as uncharted territories, will find this Research Handbook a valuable resource. There has been significant interest in role of entrepreneurs and entrepreneurial activities in driving global economic growth

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and also in responding to changing social and environmental conditions that are affecting societies globally. The identification and capture of international opportunities itself represent an act of entrepreneurship by disrupting and making markets in foreign countries. Historically, international entrepreneurship literature has focused on the rapid and early internationalization of new ventures and start-ups. Yet, an increasing number of multinational enterprises (MNEs) are encouraging and developing corporate intrapreneurship,



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where managers promote innovation in products and processes. Moreover, we have witnessed entrepreneurs and their start-ups' activities solving social, cultural, and environmental challenges in foreign markets. This dedicated volume discusses these contemporary and emerging issues of entrepreneurship in International Business and is an essential read for entrepreneurs and researchers.

Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your

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blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: \* You don't have \$6M of investor funds sitting in your bank account \* You're not going to relocate to the handful of startup hubs in the world \* You're not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options There's nothing

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wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and

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getting it into the hands of your  
customers.

Prospects and Limits

How Technology and

Entrepreneurship are Shaping

the Development of Industries

and Companies

Entrepreneurship: A Very Short

Introduction

Effectual Entrepreneurship

Innovation in Global

Entrepreneurship Education

An Interdisciplinary Survey and

Introduction

Annotation. What does a  
chessmaster think when he  
prepartes his next move? How  
are his thoughts organized?

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Which methods and strategies does he use by solving his problem of choice? To answer these questions, the author did an experimental study in 1938, to which famous chessmasters participated (Alekhine, Max Euwe and Flohr). This book is still usefull for everybody who studies cognition and artificial intelligence. This title can be previewed in Google Books - <http://books.google.com/books?vid=ISBN9789053569986>.

In a time where humans know all about the spirit world and life after death, a college senior's hook up embroils him in a growing conflict between the human and spirit realms.

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Guided by his spirit protector, he sets out to discover the truth of what is happening-and finds himself in graver danger than he ever imagined possible. A blend of New Adult and paranormal fiction, Carlyn Greenwald's first book in her genre-bending trilogy is a fast-paced, sharply written entrance into a new world-and a new reading experience. Ewan is your normal college senior at a prestigious film school. He goes to class, does his homework, and takes his tests-and spends the majority of his free time taking care of his thirteen-year-old sister while his uber-successful agent

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father and mother gallivant around the globe. Okay, that part? Not so normal. And despite his vivid imagination and obsession with classic horror and suspense films, nothing can prepare him for the trip down the rabbit hole Terra is about to lead him on. After Ewan and Terra spend the night together, Terra disappears the next morning- and Zac soon arrives. A protector spirit, he drags Ewan on a cloak and dagger investigation to find out the truth behind the evil scent that is left in Terra's wake. When she turns out to be just as human as Ewan, Zac is

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relieved...until a vengeful spirit working with Terra lays a deadly trap that threatens to destroy the delicate balance of earth's ultimate survival. Adrenaline-fueled action, heartfelt romance, and almost unbearable suspense mark Greenwald's fascinating debut. Its fully imagined world is as thought provoking as it is engrossing, filling every corner of the story with depth and power as it examines class divisions, self-fulfillment, and destiny. Filled with first-rate character work and riveting plot lines, Effectuation is full of surprises as it hurtles toward the shocking climax that will



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leave you breathlessly awaiting for book two.

This open access book explores the global challenges and experiences related to digital entrepreneurial activities, using carefully selected examples from leading companies and economies that shape world business today and tomorrow. Digital entrepreneurship and the companies steering it have an enormous global impact; they promise to transform the business world and change the way we communicate with each other. These companies use digitalization and artificial intelligence to enhance the

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quality of decisions and augment their business and customer operations. This book demonstrates how cloud services are continuing to evolve; how cryptocurrencies are traded in the banking industry; how platforms are created to commercialize business, and how, taken together, these developments provide new opportunities in the digitalized era. Further, it discusses a wide range of digital factors changing the way businesses operate, including artificial intelligence, chatbots, voice search, augmented and virtual reality, as well as cyber threats and

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data privacy management.

“Digitalization mirrors the Industrial Revolution’s impact. This book provides a complement of perspectives on the opportunities emanating from such a deep seated change in our economy. It is a comprehensive collection of thought leadership mapped into a very useful framework. Scholars, digital entrepreneurs and practitioners will benefit from this timely work.” Gina O’Connor, Professor of Innovation Management at Babson College, USA “This book defines and delineates the requirements for companies to enable their

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businesses to succeed in a post-COVID19 world. This book deftly examines how to accomplish and achieve digital entrepreneurship by leveraging cloud computing, AI, IoT and other critical technologies. This is truly a unique "must-read" book because it goes beyond theory and provides practical examples." Charlie Isaacs, CTO of Customer Connection at Salesforce.com, USA "This book provides digital entrepreneurs useful guidance identifying, validating and building their venture. The international authors developed new perspectives on digital entrepreneurship that

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can support to create impact ventures." Felix Staeritz, CEO FoundersLane, Member of the World Economic Forum Digital Leaders Board and bestselling author of FightBack, Germany

What are you waiting for? Whether you're dreaming about starting a business, learning about entrepreneurship, or on the brink of creating a new opportunity right now, don't wait. Open this book. Inside you will find everything you need. This book contains: a vivid new way to learn about and to practice entrepreneurship. practical exercises, questions and

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activities for each step in your process. specific principles derived from the heuristics of expert entrepreneurs. 70+ case briefs of entrepreneurs across industries, geographies and time. applications to social entrepreneurship as well as the creation of opportunities in large enterprises. data that will challenge assumptions you might have about entrepreneurship. a broader perspective about the science of entrepreneurship and implications for how individuals can shape their own situation. extra resources are also available on the accompanying website:

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<http://www.effectuation.org/>

You will find these ideas presented in a concise, modular, graphical form, perfect for those learning to be entrepreneurs or already in the thick of things. If you want to learn about entrepreneurship in a way that emphasizes action, this book is for you. If you have already launched your entrepreneurial career and are looking for new perspectives, this book is for you. Even if you are someone who feels your day job is no longer creating anything novel or valuable, and wonders how to change it, this book is for you. Anyone using

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*Entrepreneur's Notebook* propels you on a whirlwind tour of the start-up process. It is an invaluable reference for new and experienced entrepreneurs that includes chapters on a wide range of topics, from entrepreneurial team building to business plans to financing. This excellent book provides an incredible amount of practical information that will help you make smarter decisions and avoid costly mistakes. The author, Steven K. Gold, is an accomplished entrepreneur who has co-founded and led five early-stage ventures. As an investor and mentor, he also advises many entrepreneurs and young companies. He earned his B.S.E. in Entrepreneurial Management from the Wharton School of the University of Pennsylvania, and his M.D. from Brown University Medical School.

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*about entrepreneurship or on the brink of creating a new opportunity right now, don't wait. Open this updated bestseller. Inside you'll find everything you need, including: a new and popular way to learn about and to practice entrepreneurship. new practical exercises, questions and activities for each step in your process. specific principles derived from the methods of expert entrepreneurs. over seventy updated case briefs of entrepreneurs across industries, locations and time. new applications to social entrepreneurship, technology and to large enterprises. plentiful connections to current and foundational research in the field (Research Roots) brand new chapter on "The Ask" - strategies for initiating the process of co-creating with partners data that will challenge conventional entrepreneurship wisdom a broader perspective on the science of entrepreneurship In this vibrant updated*

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*One of the strengths of this book lies in the admirable literature reviews throughout the volume. The authors reviews vast amounts of literature on women entrepreneurs, and more specifically, studies involving women minority entrepreneurs. The nature of this task should not be underestimated, given the ever-expanding academic field of entrepreneurship and women s entrepreneurship in particular. I read this book as an academic, and would argue that it is of most use for academics (students and professors), and provides an up-to-date and well-researched portrait of women entrepreneurs in the USA and beyond. . . this book fills an important gap in the literature, not only because there is a growing population of women entrepreneurs, but also because of the growing number of minority women*

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*entering entrepreneurship. Jodyanne Kirkwood, Women in Management Review*  
*This book serves an important purpose. It draws attention to the need for further research on ethnic minority women entrepreneurs. Anne de Bruin, International Small Business Journal* This monograph provides a very comprehensive study of women entrepreneurs in the US and in many industrialized and developing countries. . . .  
*Recommended. General readers; all levels of students; faculty and professionals. E.P. Hoffman, Choice* In this book Andrea E. Smith-Hunter interweaves quantitative findings with qualitative depth, resulting in an informative and objective report of explanatory variables, differences and similarities among women entrepreneurs from unlike racial backgrounds. Among others, she develops models of human capital dimensions, network structures, and entrepreneurial success. Léo-Paul Dana,

*Women entrepreneurs command an increasingly large presence at the international and national levels. A significant part of this impact is due to growing numbers of minority women becoming entrepreneurs. This volume provides some of the most comprehensive data to date on the topic of women entrepreneurs across racial lines. It offers a systematic and conceptual framework for understanding issues of network structures and human and financial capital, analyzed through a comparative analysis of minority and white women entrepreneurs. The book begins by looking at the historical and current contributions of women in the labor market, as well as literature related to women entrepreneurs. Subsequent chapters take a critical and in-depth look at white and minority entrepreneurs. Later chapters examine the status of women entrepreneurs*

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*in the US, followed by various analyses of their position in the global marketplace. The book concludes with a set of action tools to aid women entrepreneurs as they navigate the road to economic success. Through a well-chosen sample, rich analysis and insightful accounts, Andrea E. Smith-Hunter compellingly details the challenges and opportunities faced by women entrepreneurs in today's marketplace. Government agencies, researchers, entrepreneurs and those involved with the financial aspects of entrepreneurial ventures will find this volume of great interest.*