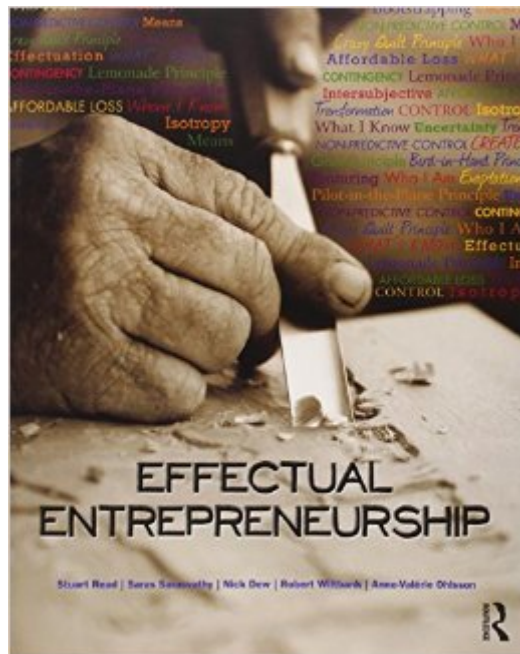


The book was found

# Effectual Entrepreneurship



## Synopsis

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 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: <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 entrepreneurship to create the change they want to see in the world will find a wealth of thought-provoking material, expert advice, and practical techniques inside. So what are you waiting for?

## Book Information

Paperback: 240 pages

Publisher: Routledge; 1 edition (December 23, 2010)

Language: English

ISBN-10: 0415586445

ISBN-13: 978-0415586443

Product Dimensions: 10.7 x 8.6 x 0.6 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars • See all reviews • (8 customer reviews)

Best Sellers Rank: #51,384 in Books (See Top 100 in Books) #20 in Books > Textbooks >

Business & Finance > Entrepreneurship #120 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #357 in Books > Textbooks > Business & Finance > Economics

## Customer Reviews

This is a very worthwhile book that advances a lucid and academically sound perspective on entrepreneurship. It is a view on value creation that goes against the grain of much that is being taught at business schools the world around. Despite the theory's academic credentials this book is not an abstract treatise (for a more rigorous treatment, see Sarasvathy's *Effectuation: Elements of Entrepreneurial Expertise* (New Horizons in Entrepreneurship series)). It wants to support aspiring and practicing entrepreneurs in building successful ventures. It is very accessibly written with a minimum of jargon. I was surprised and happy to see my 18-year old son pick up this book and read it in just a few sittings. Since it has offered interesting fodder for family table talk. So what is 'effectual entrepreneurship' about? Effectuation is a way of creating a business that is prepared to acknowledge irreducible uncertainty: the market cannot be defined; consumers are not aware of their future preferences; new technologies may emerge; available data are incomplete and conflicting. Acknowledging these constraints means that we can only have modest expectations as regards the usefulness of market research and competitive analysis to lead us to new opportunities. So, rather than the prevailing 'search and select' paradigm (identify underserved markets, build business case, implement), a 'create and transform' approach is in order.

[Download to continue reading...](#)

Effectual Entrepreneurship Entrepreneurship and Innovation in Automobile Insurance: Samuel P. Black, Jr. and the Rise of Erie Insurance, 1923-1961 (Garland Studies in Entrepreneurship) Boulevard of Broken Dreams: Why Public Efforts to Boost Entrepreneurship and Venture Capital Have Failed--and What to Do About It (The Kauffman Foundation Series on Innovation and Entrepreneurship) Start-Up City: Inspiring Private and Public Entrepreneurship, Getting Projects Done, and Having Fun Guide to Fashion Entrepreneurship: The Plan, the Product, the Process Reusing Open Source Code: Value Creation and Value Appropriation Perspectives on Knowledge Reuse (Innovation und Entrepreneurship) Peace Through Entrepreneurship: Investing in a Startup Culture for Security and Development Going Live: Launching Your Digital Business (Digital Entrepreneurship in the Age of Apps, the Web, and Mobile Devices) Entrepreneurship and Small Business Management Venture Capital, Private Equity, and the Financing of Entrepreneurship International Entrepreneurship: Starting, Developing, and Managing a Global Venture Biotechnology Entrepreneurship: Starting, Managing, and Leading Biotech Companies Fashion Entrepreneurship: Retail Business Planning Don't Count on It!: Reflections on Investment Illusions, Capitalism, "Mutual" Funds, Indexing, Entrepreneurship, Idealism, and Heroes Social Entrepreneurship: What

Everyone Needs to Know™ The Portable MBA in Entrepreneurship The Founder's Dilemmas:  
Anticipating and Avoiding the Pitfalls That Can Sink a Startup (The Kauffman Foundation Series on  
Innovation and Entrepreneurship) The Farm on the Roof: What Brooklyn Grange Taught Us About  
Entrepreneurship, Community, and Growing a Sustainable Business Case Studies in Social  
Entrepreneurship and Sustainability: The oikos Collection Case Studies in Social Entrepreneurship:  
The oikos Collection

[Dmca](#)