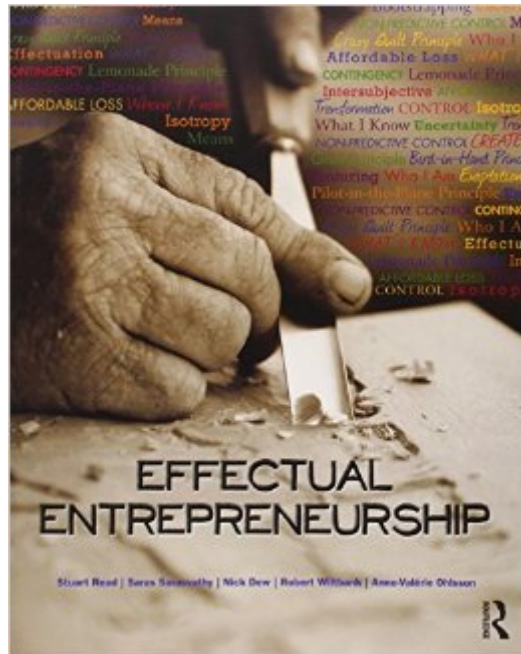


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# Effectual Entrepreneurship



## 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

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## 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.

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