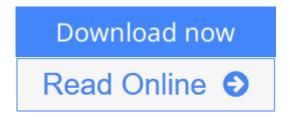


Effectual Entrepreneurship

By Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank



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Editorial Review

Review

Praise for the first edition:

'Entrepreneurship is the most powerful tool we have for economic and social value creation and this book is destined to be recognized as the secret weapon all entrepreneurship educators have been waiting for! An accessible and comprehensive guide for all who aspire to both make and find opportunities. Bravo!' - Len Schlesinger, President, Babson College, USA

Both in form and content, this expansive volume captures the excitement of the entrepreneurial enterprise and the opportunities and challenges presented at each development cycle. Written by European and US academics, this volume is a great starting point to explore notions of innovation and entrepreneurial activity. Summing Up: **Highly recommended. All levels of undergraduate students; practitioners; general readers.'** - S. A. Schulman, CUNY Kingsborough Community College, CHOICE

'A pragmatic, comprehensive book on entrepreneurship that talks about the key aspects and principles for establishing and sustaining a successful business' - *Businessworld*

'This work has been absolutely instrumental in the development and continued growth of our company. We apply the 5 principles of effectuation everyday at Forgetful Gentleman. If you've ever thought of being an entrepreneur, this book will literally change your life.' - Nathan Tan, Co-Founder, Forgetful Gentleman, Darden MBA '09

'An entrepreneurial blueprint for those who don't like blueprints. The authors have distilled the essence of entrepreneurship in a new and vital way. Anyone who wants to know what matters to the global and local economies of tomorrow should read this book.' - Jim Zuffoletti, Co-Founder of OpenQ.

'I knew that effectuation was a game changer as I witnessed my sixty MBA classmates fight and squirm to digest the material; this topic isn't for those wanting some gentle stretching - it's a majestic contrast to the typical MBA way of thinking. As someone who already exhibited entrepreneurial tendency, effectuation provided an indispensable framework that organized and explained my previously chaotic yet intrinsic style of thinking.' - Ian Ayers, Co-Founder of Nova Global, Founder of Happy Rickshaw and CTO of LightWind Energy

About the Author

Stuart Read is a Professor of Strategic Management at the Atkinson School of Management, Willamette University.

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