



Effectual Entrepreneurship

Stuart Read, Saras Sarasvathy, Nick Dew, Robert Wiltbank

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- 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.
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- 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

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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 in these pages and on the accompanying website: www.effectuation.org

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