



Understanding Enterprise: Entrepreneurship and Small Business

By Simon Bridge, Ken O'Neill

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The emergence of an enterprise culture and entrepreneurial economy has led to the rapid development of theories, policies and practices in the field of entrepreneurship. Understanding Enterprise provides a critical introduction to enterprise in its broadest context, particularly its application to business through entrepreneurship and small business. The book is divided into three distinct parts, which examine traditional approaches to entrepreneurship, new perspectives on the subject, and the success or otherwise of government policy.

Key features:

- Extensively revised to take into account the latest thinking and research
- Reassessment of traditional views and a critique of conventional wisdom
- Updated coverage of the impact and failings of comparative government policies
- A good balance between theoretical and practical perspectives

Understanding Enterprise is an essential companion for undergraduate and postgraduate students of entrepreneurship. Policy makers and practitioners will also benefit from this comprehensive guide.

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Editorial Review

Review

4e reviewer comments:

"I welcome the changes outlined ... developments in entrepreneurship teaching will be better served by a text that encompasses greater criticality and a more focused approach to the practice of entrepreneurship." - Christine Atkinson, Head of Women's Entrepreneurship Hub: Centre for Enterprise, University of Glamorgan, UK

"Writing style, layout and broad coverage tend to be its strongest assets ... it's a good starting text which covers a lot of ground; a good introduction." - Kate Pascoe, Senior Lecturer, University of Northampton

Praise for the 3e:

"This volume is a welcome new edition of a highly successful and well acclaimed text, written by authors who combine a strong academic pedigree with practical application. As such, it represents one of the best foundation texts for students of small business and entrepreneurship and an excellent building block for subsequent specialised study. At the same time, its clarity of organisation and uncluttered style makes it accessible to all." – David Smallbone, Professor of Small Business and Entrepreneurship and Associate Director of the Small Business Research Centre at Kingston University, UK

"This book is fresh and innovative and is true to the real sense of the entrepreneurial spirit in that it encourages thinking out of the box. The authors have managed to combine substance, depth and creativity." – Spinder Dhaliwal, Author of Making a Fortune - Learning from the Asian Phenomenon; Lecturer in Entrepreneurship, School of Management, University of Surrey, UK

"This text provides a valuable combination of theoretical and practical perspectives in this essential area of business studies. It goes beyond the usual 'how to start a new business' approach to address the wider economic and policy implications. The authors consolidate many of the key debates in enterprise studies (e.g. are entrepreneurs made or born?) and provide a wealth and variety of bite-sized case studies and examples drawn from SMEs and larger organisations. The text will be useful to students, academics and policy makers as well as business leaders. This new edition incorporates fresh and useful sections on the stages of business formation without sacrificing its overall theoretical rigour." – Peter Vlachos, Senior Lecturer, Business School, University of Greenwich, UK

"This is a very comprehensive and practical book giving us real and deep insight into entrepreneurship and small business. The new edition of Understanding Enterprise, Entrepreneurship and Small Business enriches the field, putting more attention on competitive entrepreneurs and social entrepreneurship." – Professor Kiril Todorov, Chairman, Bulgarian Association for Management Development and Entrepreneurship (BAMDE); Professor of Entrepreneurship, Faculty of Business, University of National and World Economy, Sofia, Bulgaria

"Understanding Enterprise provides a very comprehensive overview of the landscape of small business,

enterprise and entrepreneurship, dealing with issues of definition, relationships, features and contributions to personal, social and economic development ... The authors have done an excellent job of integrating and linking the existing knowledge base about small business, enterprise and entrepreneurship, outlining the different typologies of enterprise and small business, presenting the internal and external factors and influences which give rise to their emergence and development within society (both at the individual and firm level) and providing key insights to policymakers and other professionals working to support the 'enterprise phenomenon.'" – Lois Stevenson, Visiting Research Fellow, International Development Research Centre, Middle East Regional Office, Cairo, Egypt

"This is a very comprehensive book, embracing the essence of enterprise and entrepreneurship. It is a must for everyone who is interested in the fascinating world of entrepreneurship and small business." – Rob van der Horst, Past President, International Council for Small Business ICSB

"Earlier editions of this text have gained it a deserved place as a leading student text on entrepreneurship. This third edition cements that position by taking the more challenging position that policies have not 'had the effect intended in improving rates of entrepreneurship'. The text needs to be read not only by students but also by all public officials charged with making their country more entrepreneurial."- David Storey, Associate Dean of Research and Director of the Centre for SMEs, Warwick Business School, UK "

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From the Back Cover

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Users Review

From reader reviews:

Sarah Maddocks:

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