Entrepreneurship: A Very Short Introduction
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Entrepreneurship: A Very Short Introduction navigates the debates about entrepreneurship, providing a guide to the entrepreneurial process. There has been an explosion of interest in entrepreneurs in the popular media, as well as in business, policy, and education. The actions of entrepreneurs have always been shaped by the external environment and the availability of resources. They can be found in all sorts of organizations and they come from a diversity of backgrounds. Entrepreneurs have a significant impact on modern market economies and there is a certain future for entrepreneurship in our increasingly globalized world. But what do entrepreneurs do? What is entrepreneurship and why is it important? What is distinctive about entrepreneurs? And where do they come from?