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Entrepreneurship: A Very Short Introduction

By Mike Wright

Oxford University Press. Paperback. Condition: New. 144 pages. Dimensions: 6.8in. x 4.4in. x 0.6in. There has been an explosion of interest in entrepreneurs in the popular media, as well as in business, policy, and education. But what do entrepreneurs do and why is what they do important? Paul Westhead and Mike Wright weave a pathway through the debates about entrepreneurship, providing a guide to the entrepreneurial process. They look at how the actions of entrepreneurs are shaped by the external environment and availability of resources, consider the types of organizations in which they can be found, and look at the diversity in their backgrounds, experience, and how they think and learn. Lastly, they consider the impact that entrepreneurs have on modern market economies and look at the future of entrepreneurship in our increasingly globalized world. About the Series: Oxford's Very Short Introductions series offers concise and original introductions to a wide range of subjects--from Islam to Sociology, Politics to Classics, Literary Theory to History, and Archaeology to the Bible. Not simply a textbook of definitions, each volume in this series provides trenchant and provocative--yet always balanced and complete--discussions of the central issues in a given discipline or field. Every Very Short...



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