Entrepreneurial cognition research is at a crossroads, where static views give way to dynamic approaches. This Handbook draws on a variety of perspectives from experts in the field of entrepreneurial cognition to highlight the key elements in a socially-situated view, where cognition is action-oriented embodied, socially-situated, and distributed. Readers seeking to better understand and/or participate in some of the most up-to-date approaches to entrepreneurial cognition research will find this Handbook to be an invaluable and time-saving companion in their research.