



Embracing Entrepreneurship Across Disciplines

Ideas and Insights from Engineering, Science, Medicine and Arts

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Unique ideas, insights and themes from diverse disciplines —from engineering, science and medicine to arts, design, and music—have the potential to enrich and deepen our understanding of entrepreneurship. This book brings together contributions from an eclectic set of entrepreneurship scholars and educators from different fields to advance cross-disciplinary entrepreneurial thinking.

‘Entrepreneurship is a discipline that can be taught across the disciplines. Angela Beeching’s chapter demonstrates how the essential business concepts of entrepreneurship can be made relevant to music students. By using short case studies featuring musical entrepreneurs, Beeching’s excellent chapter provides a context for teaching entrepreneurship that reflects musicians’ values and priorities. As one might expect from Beeching, a luminary in the music entrepreneurship world, her chapter also includes insights for educators and practitioners from all disciplines inspired by our musical golden age of entrepreneurship.’

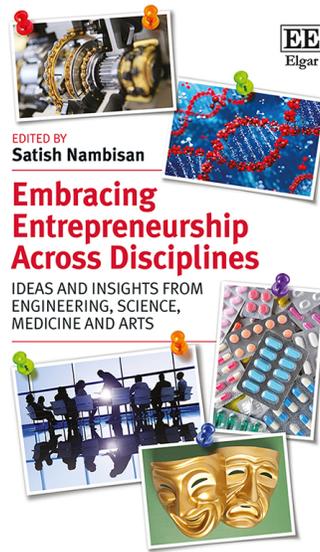
– Catherine Fitterman Radbill, author of *Introduction to the Music Industry: An Entrepreneurial Approach*

‘Satish Nambisan has assembled a great team of authors who have produced a fascinating collection of chapters. The book does an excellent job of bringing together for the first time developments in entrepreneurship across disparate disciplines that have important research, policy and practical implications. Entrepreneurship can learn from other disciplines but fundamentally this is a two-way process as other disciplines can learn from entrepreneurship. This approach provides a much needed emphasis on the increasing richness of adopting a cross-disciplinary approach in understanding the scope of entrepreneurship.’

– Mike Wright, Centre for Management Buyout Research, Imperial College Business School, UK and University of Ghent, Belgium

‘Entrepreneurship is crossing borders with great impact. After decades of being confined to business schools, entrepreneurship scholarship and teaching are being diffused throughout the university: in engineering, natural and biological sciences, social sciences, art, music, medicine and other schools and departments. This is one of the very first books that captures this important trend, identifying areas for research, teaching and outreach activities. Every chapter is written by an area expert, offering rich insights into the growing power of entrepreneurship as a discipline and a way of thinking and doing. As such, the book is a major reference to any entrepreneurship scholar. The editor, Satish Nambisan, did a masterful job in selecting authors and themes covered in the book. His achievement is simply remarkable.’

– Shaker A. Zahra, University of Minnesota, Twin Cities, US



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