



## Entrepreneurial Thinking

### Think Different!

David Valliere, Ted Rogers School of Management, Ryerson University, Canada

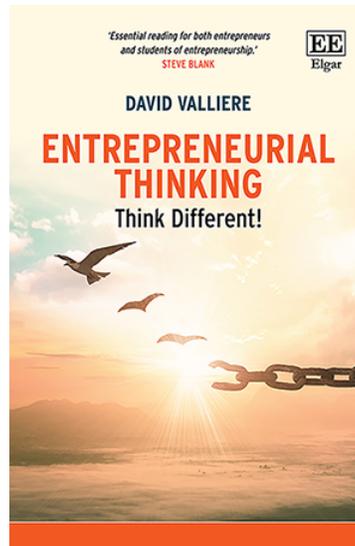
Dispelling common entrepreneurship myths, this textbook introduces the cutting-edge knowledge of entrepreneurship: the theories and empirical evidence rigorously developed by leading researchers. Helping upcoming entrepreneurs to think from a different perspective and avoid preventable mistakes, Entrepreneurial Thinking offers a summary of the most valuable and surprising contemporary research, translating it into clearly beneficial lessons, while emphasising the entrepreneurial mind-set crucial to venture success.

'In the entrepreneurial world, it seems everyone talks about "thinking like an entrepreneur" and rarely, if ever, tries to define it. It might sound weird to say that we need to think more about thinking (entrepreneurially) but we do. This book offers a gentle nudge to thinking about entrepreneurial thinking in multiple directions. As someone who is hip deep in defining and measuring the entrepreneurial mindset and in applying that to assessing mindset change, it's fun to see a different spin!'

– Norris Krueger, Entrepreneurship Northwest, US

'The world of academic research in entrepreneurship is mostly unknown and inaccessible by those who actually practice entrepreneurship. In this essential reader, Dave Valliere bridges this researcher-doer gap and has made these valuable research ideas accessible to a lay audience and highlights what they mean. Essential reading for both entrepreneurs and students of entrepreneurship.'

– Steve Blank, Adjunct Professor, Stanford University and Senior Fellow, Columbia University, US, Author of The Four Steps to the Epiphany and The Startup Owner's Manual



2019	192 pp	Paperback	978 1 78897 461 5	<del>£25.95</del>	£20.76	<del>\$42.95</del>	\$34.36
2019	192 pp	Hardback	978 1 78897 459 2	<del>£75.00</del>	£67.50	<del>\$120.00</del>	\$108.00
Elgaronline 978 1 78897 460 8							

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