



Entrepreneurial Personality and Small Business Management

Is there a Narcissist in Every Successful Entrepreneur?

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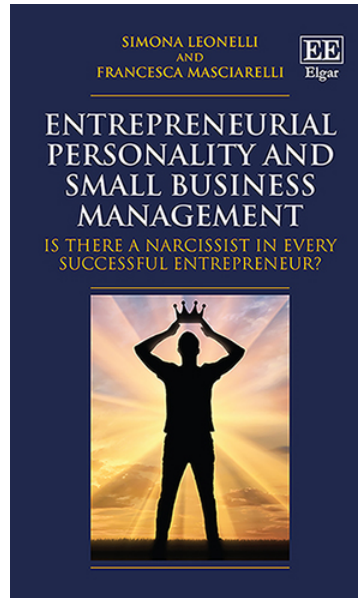
Entrepreneurial Personality and Small Business Management offers a comprehensive analysis with theoretical and empirical grounding for understanding how entrepreneurial personality shapes small business outcomes. It explores why entrepreneurs act differently when facing similar situations and why some are more successful than others. This book represents an important step towards the development of a more complete understanding of the entrepreneur's role in a small firm.

'Leonelli and Masciarelli's book offers an original perspective on the role of personality traits of entrepreneurs and its impact on firms' outcomes. Its focus on entrepreneurial orientation and innovativeness, serial entrepreneurship and entrepreneurial funding renders it a useful guide for scholars interested in the topic.'

– Andrea Prencipe, LUISS Guido Carli University, Italy

'This book is a delightful guide for entrepreneurs who want to understand how and why their behavior impacts their performance. The manuscript offers a multilevel perspective and will be useful for both scholars and practitioners in the field.'

– Vangelis Souitaris, City, University of London, UK and University of St. Gallen, Switzerland



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