



Entrepreneurship: Theory, Networks, History

By Mark Casson

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In this important new book, Mark Casson argues that the fundamental significance of entrepreneurship requires it be fully integrated into core social science disciplines such as economics and sociology, as well as into economic and business history. This book shows how this can be done. It formalises the role of the entrepreneur as innovator, risk-taker and judgemental decision-maker, and relates these functions to the size and growth of the firm. Mark Casson discusses entrepreneurship as a form of strategic networking, showing how entrepreneurs gain access to established networks in order to source information, and then create their own networks to exploit this information. Applying these insights to historical evidence leads to a radical re-interpretation of key issues in economic and business history, including the emergence of trading companies, the spread of empires, the rise of the modern corporation and the globalisation of the firm. This authoritative book by an established scholar is essential reading for economists, social scientists and historians, as well as business and management scholars.

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Editorial Review

Review

'Interest in entrepreneurship by both scholars as well as policy makers has exploded in recent years. This important new book provides a path breaking theoretical foundation that forms an original and valuable conceptual lens for making sense and understanding the important role that entrepreneurship plays. This book goes a long way in providing a systematic and rigorous framework for unraveling entrepreneurship and its impact on society.' -- David B. Audretsch, Indiana University, Bloomington, US and Otto Beisheim School WHU, Germany 'An important new addition, by one of the entrepreneurship field's broadest and most important scholars, Entrepreneurship: Theory, Networks, History will be required reading for anyone interested in truly understanding entrepreneurship.' -- Scott Shane, Case Western Reserve University, US

About the Author

Mark Casson, Professor of Economics and Director, Centre for Institutional Performance, University of Reading, UK

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