

The Six Essential Skills of Extraordinary Entrepreneurs
Toward a General Theory of Expertise

Elements of Entrepreneurial Expertise
Growth-oriented Women Entrepreneurs and Their Businesses

Prospects and Limits

To effectuate is to engage in a specific type of entrepreneurial action. It has special importance for situations where the future is truly unknowable or human agency is of primary importance. In this new and updated edition of the bestselling *Effectuation*, Saras Sarasvathy explores the theory and techniques of non-predictive control for creating new firms, markets and economic opportunities.

Over the past few years social entrepreneurship has grown as a research field. In this 3rd volume in the series, contributions explore questions of values in social entrepreneurship as well as the identification and exploitation of social venturing opportunities.

In a time where humans know all about the spirit world and life after death, a college senior's hook up embroils him in a growing conflict between the human and spirit realms. Guided by his spirit protector, he sets out to discover the truth of what is happening—and finds himself in graver danger than he ever imagined possible. A blend of New Adult and paranormal fiction, Carlyn Greenwald's first book in her genre-bending trilogy is a fast-paced, sharply written entrance into a new world—and a new reading experience. Ewan is your normal college senior at a prestigious film school. He goes to class, does his homework, and takes his tests—and spends the majority of his free time taking care of his thirteen-year-old sister while his uber-successful agent father and mother gallivant around the globe. Okay, that part? Not so normal. And despite his vivid imagination and obsession with classic horror and suspense films, nothing can prepare him for the trip down the rabbit hole Terra is about to lead him on. After Ewan and Terra spend the night together, Terra disappears the next morning—and Zac soon arrives. A protector spirit, he drags Ewan on a cloak and dagger investigation to find out the truth behind the evil scent that is left in Terra's wake. When she turns out to be just as human as Ewan, Zac is relieved...until a vengeful spirit working with Terra lays a deadly trap that threatens to destroy the delicate balance of earth's ultimate survival. Adrenaline-fueled action, heartfelt romance, and almost unbearable suspense mark Greenwald's fascinating debut. Its fully imagined world is as thought provoking as it is engrossing, filling every corner of the story with depth and power as it examines class divisions, self-fulfillment, and destiny. Filled with first-rate character work and riveting plot lines, *Effectuation* is full of surprises as it hurtles toward the shocking climax that will leave you breathlessly awaiting for book two.

This Element provides an overview of cultural entrepreneurship scholarship and seeks to lay the foundation for a broader and more integrative research agenda at the interface of organization theory and entrepreneurship. Its scholarly agenda includes a range of phenomena from the legitimation of new ventures, to the construction of novel or alternative organizational or collective identities, and, at even more macro levels, to the emergence of new entrepreneurial possibilities and market categories. Michael Lounsbury and Mary Ann Glynn develop novel theoretical arguments and discuss the implications for mainstream entrepreneurship research, focusing on the study of entrepreneurial processes and possibilities.