

Organizing Entrepreneurship

By Anna Grandori, Laura Gaillard Giordani

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Entrepreneurship has regained centre stage in the contemporary knowledge-intensive and innovation-driven economy, as well as in research. Integrating classic and recent insights into the organization, economics and management of entrepreneurial activities, *Organizing Entrepreneurship* aims to blend rigor with relevance, and connects theory with practical problems around key questions, such as:

- Is there any method in having ‘good ideas’ and discovering opportunities?
- Through which mechanisms can human, social, technical and financial resources be attracted and dedicated to new projects?
- Which alternative governance and organizational structures are to be considered for the constitution and organization of a new firm?
- To grow or not to grow? (Or how to grow without up-sizing)?
- How do you organize grown-up firms in an entrepreneurial mode?
- How can environments and external institutions help?

Original case studies are discussed and integrated throughout the text, which reflect a wide range of sectors (from agri-business to high tech) and countries (including emerging economies). Providing a unique resource for students and instructors of entrepreneurship and organization, this book also offers new insights to entrepreneurs and investors in the organization of new firms, as well as to managers striving to infuse entrepreneurial behaviors into their already

established firms.

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Editorial Review

Review

'This important new book provides a valuable framework for analyzing the strategies that entrepreneurial ventures can deploy to gain the competitive edge, particularly in an international context. It will be valuable reading for both students and scholars of entrepreneurship.'

David B. Audretsch, Director, Max Planck Institute of Economics, Germany

'There are many textbooks on entrepreneurship, but none are quite like this. Instead of praising entrepreneurs as charismatic heroes, or preaching the benefits of private enterprise, this book takes a cool and objective approach. It highlights the impact of social networking and organizational structure on innovation and profit, and thereby places the study of entrepreneurship on a systematic basis. The authors and their collaborators are to be congratulated on a most distinguished contribution to the literature.'

Mark C. Casson, Henley Business School, UK

About the Author

Anna Grandori is Professor of Business Organization and the President of the Center of Research on Organization and Management (CROMA) at Bocconi University, Italy. She has been Visiting Professor in many EU and US Universities, Editor of organization and management international journals, and director of various international research programmes. She has produced about a hundred publications, mostly international articles and books, linking organization theory and organizational economics in a knowledge governance and design-oriented perspective.

Laura Gaillard Giordani is Professeur Habilitée of Entrepreneurship, teaching both in Italy and France, as well as an active entrepreneur and consultant in the field - especially on entrepreneurial motivation and commitment, women entrepreneurship and international entrepreneurship. She is a member of the Académie de l’Entrepreneuriat and of the scientific committee of ECER (European Cities Entrepreneurship Ranking).

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