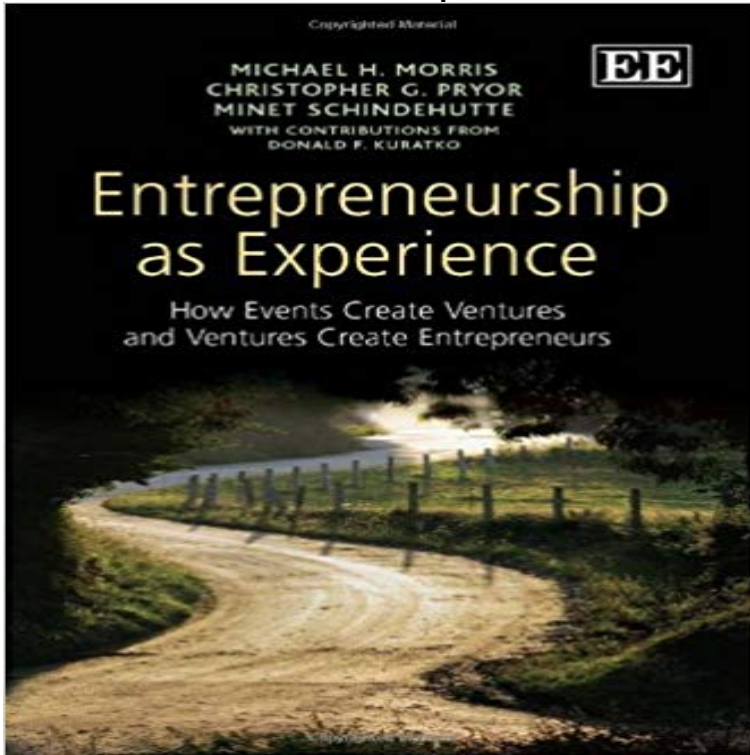


# Entrepreneurship as Experience: How Events Create Ventures and Ventures Create Entrepreneurs



Do entrepreneurs create ventures or do venture experiences create entrepreneurs? The authors of *Entrepreneurship as Experience* propose that the answer is both. This important volume examines how individuals experience the creation of a venture as it happens and how that experience determines the types of entrepreneur and venture that ultimately emerge. In essence, entrepreneurship is an experience consisting of large numbers of key events such as a first sale, hiring a first employee, losing a big account - events that are processed and made sense of by the entrepreneur. They produce cognitive, emotional and physiological responses, which impact decision-making and behavior. The result is an experience that is purposive, diverse, uncertain, ambiguous and transformative - and unique to each individual. Here, the authors argue that as experience unfolds both entrepreneur and venture are being constructed and emerge in unique forms. This experiential view introduces an entirely new lens through which entrepreneurship can be examined. *Entrepreneurship as Experience* comprises chapters dedicated to sociological, anthropological and psychological research related to human experiencing; the volume presents a new frame for understanding the role of emotions and feelings in venture creation and lays out a conceptual framework for understanding how real-time experiencing informs the entrepreneurial process. New insights are provided regarding how the entrepreneurial mindset and an entrepreneurial identity are formed, and why entrepreneurs take on certain traits and develop certain competencies. Further, the authors put forth new approaches to conducting research on the entrepreneurial experience. Students - advanced as well as undergraduate - and scholars of entrepreneurship, innovation, strategy and management will find themselves turning

often to the ideas and research presented here.

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