

**THE NATURE OF ENTREPRENEURSHIP:
Entrepreneurs and Entrepreneurial Activities**

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FOREWORD

In this book, the authors give important tools necessary to start, operate and succeed in a business. One of the most impressive aspects of the book is its broad coverage of the topics involved in entrepreneurship.

The authors are experienced in entrepreneurial development and use that expertise not only to provide excellent theoretical book foundation but also relevant examples. Namely, the book is designed to encourage the readers to think, consider business opportunities and turn their unique ideas into entrepreneurial activities.

I highly recommend the book to new entrepreneurs; that is, the book is especially suited to businesspersons who want to own businesses of their own or assume management positions in existing small businesses. It is also a superior resource for students who are prospective entrepreneurs and those interested in supporting entrepreneurs.

Prof. Douglass Capogrossi, PhD.

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INTRODUCTION

"The Nature of Entrepreneurship" is a book that aims at elaborating the concept of entrepreneurship, and insights concerning different aspects of it. As we go through the chapters, we will consider a variety of Key Learnings to be conveyed to the readers. In each chapter, first we enumerate the topics, and then discuss the insights each reader might gain after reading that chapter. At the end of each chapter some questions are proposed to examine the understanding of readers.

In the first chapter, the historical development of entrepreneurship is discussed, especially in last five centuries. Then, entrepreneurship theories are systematically elaborated and types of entrepreneurship and their choice are argued. Finally, the reader will become familiar with determinants of entrepreneurship. Chapter 2 considers entrepreneurship and innovations. The chapter includes types of innovations and their implementation. In chapter 3 entrepreneurial activities and behaviors are discussed, and different personal attributes of entrepreneurs are elaborated. At last, authors define the main differences between men and women entrepreneurs.

Entrepreneurial process is the most important axis of chapter 4. In this chapter, the nature of entrepreneurial process and its requirements are discussed. Chapter 5 is dedicated to Intrapreneurship which is a critical topic in entrepreneurship. Requirements of Intrapreneurship, and the challenges of organizations to become more entrepreneurial are investigated in this chapter. Female entrepreneurship is investigated in chapter 6, both theoretically and practically; and female entrepreneurs and their challenges constitute the rest of this chapter.

Entrepreneurs and managers are distinguished in chapter 7, and chapter 8 elaborated the essential attributes of managers. While chapter 9 investigates the differences between leaders and managers. These three chapters make the readers able to distinguish managers, and leaders from entrepreneurs. Finally, in chapter 10, authors discuss a main challenge, that is "choice of business". This chapter helps readers better take advantage of the nature of entrepreneurship and realize their entrepreneurial spirit.

The book covers the breadth of the field extremely well. Then. businesspersons, lecturers, and students in the fields of business and entrepreneurship are strongly advised to read the book, in order to consolidate their understanding of the nature of entrepreneurship.

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