Team Entrepreneurship

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Description
Entrepreneurship has typically been described in terms of the drama of venture start ups, leveraged buy-outs, acts of risk and personal vision. Entrepreneurship, however, exists in more forms and in more places than the more dramatic examples would lead us to believe. In this innovative volume, Alex Stewart examines an emerging approach to managing: collective entrepreneurship by employees. Based on research conducted from the inside of a fast-growing firm, Stewart shows that entrepreneurship is both collective, a team-based activity and individual, a leader-made creation. Team Entrepreneurship focuses on the management within a small but highly successful division of an automotive manufacturing firm and considers competitiveness, nonunionization, strategy, labor markets, manufacturing, and organizational politics. The success of collective entrepreneurship is shown to result from a unique approach to both market and organizational challenges—"running hot." Stewart describes how a company can "run hot" by seizing opportunities in serving a difficult market upon which the business must then depend. He first looks at the market and at employees as an internally nurtured team; then, he describes "running hot" in a discussion of work action, management authority, and the transformational capabilities necessary for the company to succeed. Finally, he relates the concept to cross-cultural studies of entrepreneurship. Although not a unique concept, team entrepreneurship is an important development for understanding entrepreneurial activities by employees in profit-seeking firms. Accessible and comprehensive, Team Entrepreneurship is necessary reading for scholars and professionals in the areas of business and management, as well as anthropology and sociology.

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Comments

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