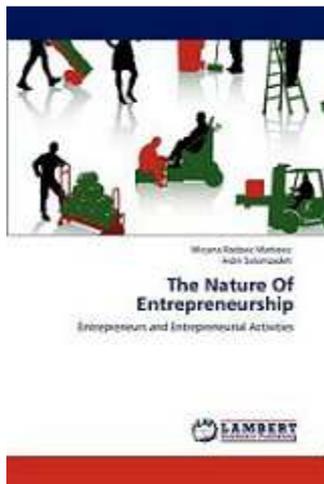


Book Review

The Nature of Entrepreneurship: Entrepreneurs and Entrepreneurial Activities



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The Nature of Entrepreneurship is highly recommended to both academicians who want to get familiar to the entrepreneurship field and also young entrepreneurs who want to run an entrepreneurial business by themselves. The simple and comprehensive language and vision of this book helps eager readers to read this book not regarding to their past experiences or education. The general but also comprehensive chapters of this book prevent from boring the readers and it can be considered as one of the main advantages of this book

Here, we present a holistic view of the book in framework below to show that this book has a comprehensive look on entrepreneurship. We can analyze any issue in three dimensions including: *Structure*, *context* and *content*. In which “structure” refers to the nature of issue, processes, manners, techniques and systems; “context” refers to values, ideologies, attributes and principles; and finally “content” refers to behavioral characteristics, activities, the way of internal decision making and quality. It should be mentioned that this book covers the mentioned framework in a very good manner, and then we can be sure that we will have a great view on entrepreneurship after reading the book.

Structure

In the “structure” dimension, chapters one, four and nine are presented. In chapter one authors discussed the history of entrepreneurship and its development and also some structural elements of entrepreneurship such as entrepreneurial theories, types of entrepreneurship, choice of entrepreneurship types and its determinants. The graphical model at the end of this chapter (presented by Morris and Luis (1995)) can be a helping guide for readers to achieve a better view of entrepreneurship determinants.

In chapter four, authors present main entrepreneurial process starting from the idea and its sources and its generation, to problem solving methods and decision making. Then financial issues like risk levels, returns and level of needed expertise are discussed. At the end of this chapter some great ideas about buying a business or starting a new one are presented which can guide readers to analyze their final decision on involving in a business.

In chapter nine, another structural issue about entrepreneurship is discussed. Leadership versus management is the title of this chapter and it describes leaders’ creative functions and types of leadership which can guide young entrepreneurs to decide about their leadership style in their own business.

Content

In the “content” dimension, chapters two and ten are presented. Chapter two is a short chapter about the importance of the innovation in entrepreneurship. It starts with tendency to innovation and continues with innovation in small businesses and ends with market implementation of the innovations. Figure 1 in this chapter shows the tendency for innovation at *Individual, Organizational* and *Trans-organizational* levels which can be a good guide for readers if they can expand it and find some executive examples and ideas for each level.

Chapter ten which is almost the most useful chapter of this book for executives is about choice of business. Here, we can achieve good highlights for starting an entrepreneurial business. In this chapter, authors start with personal goals in starting a business which somehow plays the most important role in starting an entrepreneurial business. Then, they

discuss about knowledge, experience of the entrepreneur, his/her specific needs, vocational education and entrepreneurship education. Expanding these factors to some sub-factors will help executives in achieving a good map of their abilities and powers in order to start a new business.

In this chapter authors presented some common mistakes and test of affinity in order to start a business. At this point, entrepreneurs can decide on making the choice of the right business according to professional and ethical issues.

Context

In the “context” dimension which emphasizes on behavioral dimension, chapters three, five, six, seven and eight are presented which makes this dimension the most complete and comprehensive dimension in this book.

In chapter three, after presenting the theories of entrepreneurship, basic attributes of entrepreneurial behaviors are mentioned. Personal qualities and attributes are also included in this chapter. After reading this chapter we can get a good view from individual behavior dimension of an entrepreneur.

Chapter five is about *intrapreneurship* including its concepts, implementation, requirements, and understanding the environment and change process. After running a new entrepreneurial business, the importance of this chapter becomes bold for leaders and managers of the business.

Chapter six is one of the most important chapters in the book in behavioral dimension of our framework, discusses *women entrepreneurship*. This chapter includes theoretical background of female entrepreneurship, its modern trends, role of women in societies and businesses, different lifestyles, women in managerial and entrepreneurial roles, womens’ leadership capabilities and profile of typical female leaders. The importance of this chapter is due to the capabilities and importance of women in today’s business environment which should be considered in initiating new businesses.

In chapter seven, the difference between entrepreneurs and managers is discussed. Authors first explained the activities, characteristics, responsibilities and personal qualities of managers. Then, some important

skills of an entrepreneur such as communication skills, high motivation level, practical motivation, listening ability, business abilities, and culture of change are presented. We have to mention that despite the importance of these factors, some other abilities could be added to this chapter as well.

Chapter eight named essential attributes of managers, is also among the most important chapters of this book because some most common failure causes of entrepreneurial businesses are mentioned in this chapter. Here, authors presented some lines about intellectual capital, knowledge, e-learning, combination of different abilities and management styles. Indeed, we have to mention that these factors can act as a competitive advantage for any business- if they could be managed.

Finally, we have to point out that this book can be used as an introduction to entrepreneurship for students and business executives, because of its generality and comprehensiveness. Moreover, we think that this book can be used as a general map for readers which all key words mentioned in it needed to be expanded and extended according to individual needs of readers. But readers can be sure that having this book will help them to enter the entrepreneurship world with strong steps.

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