

CONTENTS

FOREWORD TO THE ROUTLEDGE CLASSICS EDITION	ix
PREFACE	xix
Introduction: The Entrepreneurial Economy	1
PART I THE PRACTICE OF INNOVATION	
1 Systematic Entrepreneurship	25
2 Purposeful Innovation and the Seven Sources for Innovative Opportunity	36
3 Source: The Unexpected	45
4 Source: Incongruities	69
5 Source: Process Need	84
6 Source: Industry and Market Structures	93
7 Source: Demographics	108
8 Source: Changes in Perception	121
9 Source: New Knowledge	131

viii CONTENTS

10	The Bright Idea	159
11	Principles of Innovation	163

PART II THE PRACTICE OF ENTREPRENEURSHIP

12	Entrepreneurial Management	175
13	The Entrepreneurial Business	180
14	Entrepreneurship in the Service Institution	217
15	The New Venture	230

PART III ENTREPRENEURIAL STRATEGIES

16	'Fustest with the Mostest'	257
17	'Hit Them Where They Ain't'	270
18	Ecological Niches	286
19	Changing Values and Characteristics	299
	Conclusion: The Entrepreneurial Society	311

SUGGESTED READINGS

328

INDEX

330