



**CONTACT:**  
Tim Miller/Paul Rodes

**DATE SENT:**  
31.03.2004

**BOOK TITLE:**  
Narrative and Discursive Approaches in Entrepreneurship

**EDITOR:**  
Karen McCarthy

**PRODUCTION CONTROLLER:**  
Ilsa Williamson

**ORDER No:**  
20751

**SPINE BULK:** 21mm     **JACKET SIZE:** Royal Jacket 234mm x 156mm

**COLOURS:**  
PANTONE: 3295 C  
PANTONE: 390 C

**SUPPLIED BY:**  
Pixel Scene Limited, The Old Dairy, Hurst Farm  
Winchfield, Hook, Hampshire, RG27 8SL  
Telephone: 01252 842848 Facsimile: 01252 842858  
tim@pixelscene.com www.pixelscene.com

Incorporating linguistic, cultural, and narrative turning points in the social sciences that have changed the way we, think, study, analyse and practice research, this book demonstrates new ways of examining entrepreneurship as a societal phenomenon.

Following on from *New Movements in Entrepreneurship*, this is the second volume in a mini-series on movements in entrepreneurship. It aims to forward the study of entrepreneurship by stimulating and exploring new ideas and research practices in relation to new themes, theories, methods, pragmatic stances and contexts. The book explores different experiences and accounts of entrepreneurship, as well as reflections on 'story telling' in entrepreneurship research, discursive studies, and debates on how to interpret narrative and discursive work.

This fascinating book will provide students and researchers of entrepreneurship, business administration and management with inspiring empirical research, and valuable discussions on how to study and write (on) entrepreneurship.



# NARRATIVE AND DISCURSIVE APPROACHES IN ENTREPRENEURSHIP

A Second Movements in Entrepreneurship Book

Edited by  
**Daniel Hjorth and Chris Steyaert**



Daniel Hjorth  
and Chris Steyaert

NARRATIVE AND DISCURSIVE  
APPROACHES IN ENTREPRENEURSHIP

## Narrative and Discursive Approaches in Entrepreneurship

*'In their edited book Narrative and Discursive Approaches in Entrepreneurship, Daniel Hjorth and Chris Steyaert provide a fascinating glimpse into a perspective on entrepreneurship that will be enlightening for many readers. Entrepreneurship authors typically talk about theory, methods, and data as if a straight forward linear process united them all, and making sense of entrepreneurship was simply a matter of knowing how to interpret one's "findings". By contrast, the authors in this volume propose narrative and discursive approaches in which the contributing authors emphasize rich description, reflexive conceptualization, and interpretations offered as part of the story itself. They draw upon an international set of cases, including Russia, Sweden, Denmark, Norway, Venezuela, and North America. The cases themselves make for fascinating reading, quite apart from what we learn about the difficulties of imposing a particular interpretation on a given story. For example, taxi drivers in Caracas, management consultants in Denmark, and women entrepreneurs in northern Norway all make for fascinating narratives from which to understand the entrepreneurial process. Unlike many edited books which have no "plot", the editors have included opening and closing sections that link the chapters, offer alternative readings of them, and propose new and expansive ways of thinking about entrepreneurship.'*

– Howard Aldrich, The Kenan-Flagler Business School,  
University of North Carolina at Chapel Hill, USA

*'Daniel Hjorth and Chris Steyaert set out to advance the study of entrepreneurship by refocusing the lens of discovery from economics, management and marketing to other paradigmatic stances in social sciences and humanities like anthropology and literary studies. The result is a provocative collection of chapters that inspire the reader to consider and explore new ideas and research practice that incorporate both the context and place of entrepreneurship. From the perceptive insights of the editors to the rigorous and provocative discourse of the chapters and thoughtful responses in the conclusion emerges a story, in the best of storytelling tradition, about how a "linguistic turn" can rouse new insights. The editors ask, "how do these texts move you?" – they entice, provoke, challenge stimulate and guide. Their implications should be far reaching and required reading for any student of the entrepreneurial phenomenon. The editors take us, indeed, to "unexplored destinations".'*

– Nancy M. Carter, University of St. Thomas, USA

EDWARD ELGAR PUBLISHING

Glensanda House, Montpellier Parade  
Cheltenham, Glos, GL50 1UA, UK  
Tel: +44 (0) 1242 226934 Fax: +44 (0) 1242 262111  
Email: info@e-elgar.co.uk

136 West Street, Suite 202, Northampton, MA 01060, USA  
Tel: +1 413 584 5551 Fax: +1 413 584 9933  
Email: elgarinfo@e-elgar.com  
www.e-elgar.com

NARRATIVE AND DISCURSIVE  
APPROACHES IN ENTREPRENEURSHIP

Daniel Hjorth  
and Chris Steyaert

