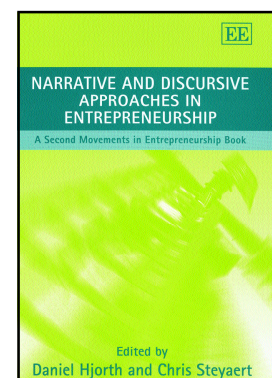


# Narrative and Discursive Approaches in Entrepreneurship



Edited by **Daniel Hjorth**, ESBRI (Entrepreneurship and Small Business Research Institute), Stockholm and Malmö University, Sweden and **Chris Steyaert**, University of St Gallen, Switzerland and Associated with ESBRI, Stockholm, Sweden



*'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, University of North Carolina at Chapel Hill, US

*'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, US

**Contents:** Foreword Introduction 1. The Prosaics of Entrepreneurship 2. A Moment in Time 3. Driven Entrepreneurs: A Case Study of Taxi Owners in Caracas 4. 'Going Against the Grain': Construction of Entrepreneurial Identities through Narratives 5. Storytelling to be Real: Narrative, Legitimacy Building and Venturing 6. The Devil is in the E-Tale 7. Of Crime and Assumptions in Entrepreneurship 8. The Dramas of Consulting and Counselling the Entrepreneur 9. Masculine Entrepreneurship – the Gnosjö Discourse in a Feminist Perspective 10. Quilting a Feminist Map to Guide the Study of Women Entrepreneurs 11. Towards Genealogical Storytelling in Entrepreneurship 12. Readings

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**2004 328 pp Hardback | 84376 589 6 £65.00**

In Association with ESBRI (Entrepreneurship and Small Business Research Institute)

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