

**The Entrepreneurial Mindset: Strategies for Continuously Creating Opportunity in an Age of Uncertainty**

This book summarizes the practical implications of our accumulation of experience, research studies, and active teaching and working with business organizations attempting to deal with uncertainty and with entrepreneurs learning to launch and grow their businesses. The primary thrust of the book—that uncertainty can yield tremendous opportunity when looked at in the right way—has long been topic at the heart of the academic study of entrepreneurship.

Using lessons drawn from leading entrepreneurs and entrepreneurial companies, this book presents a set of practices for capitalizing on certainty and rapid change. Throughout this book, we have provided figures and tables that allow readers to generate scores and derive conclusions. These material are based on considerable theoretical and empirical research.

