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There is little doubt that in recent years, enterprise has been considered an essential approach in the alleviation of deprivation existing in the developed world. The assumption is that area-based initiatives provide a means by which enterprise can include all members of society in mainstream social and economic activities. The rationale behind Enterprise, Deprivation and Social Exclusion is to critically challenge the notion that enterprise can address the complexity behind deprivation and social exclusion by demonstrating UK and North American examples. We see how enterpr