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Nota di contenuto	1. Attending to the External Environment to Identify Potential Opportunities 2. Co-constructing an Opportunity With a Community of Inquiry 3. A Lean Framework for Starting a New Venture 4. Managing New Ventures 5. Scaling New Ventures
Sommario/riassunto	This open access book focuses on explaining differences amongst organizations regarding various attributes, forms, and outcomes. By focusing on the how of new venture creation and management to produce well-established organizations, the authors aim to increase our understanding of the antecedents of most management research assumptions. New ventures are the source of most newly created jobs generated in an economy, new industries and markets, innovative products and services, and new solutions to economic, social, and environmental problems. However, most management research assumes a well-established organization as the starting point of their theorizing. Building on the notion of guided attention, it details how entrepreneurs can allocate their transient attention to identify potential opportunities from environmental change and how entrepreneurs allocate their sustained attention to form beliefs about radical and incremental opportunities requiring entrepreneurial action.