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Nota di contenuto	1. Towards a theory of heritage entrepreneurship -- 2. Government Initiatives and Social Entrepreneurship in Thailand: Exploring the Role of Pracharath Rak Samakee Social Enterprise Scheme () and the Way Forward -- 3. Social-driven innovation in tourism: a perspective on soft attributes of an entrepreneurial ecosystem -- 4. Strategies for innovation among Indonesian family firms -- 5. Exploring the relationship between informality and entrepreneurial ecosystem: A bibliometric analysis -- 6. The impact of the SARS-CoV-2 pandemic on tourism in Alpine areas of Switzerland -- 7. World heritage sites in Italy -- 8. World heritage sites in the United States -- 9. Heritage entrepreneurship: Future trends. .
Sommario/riassunto	This book explores cultural and creative processes as they occur in a heritage setting, and how they can be applied to business projects. More specifically, the chapters take a detailed look at the importance of culture in entrepreneurial pursuits regarding heritage matters. This involves focusing on how culture is embedded within heritage entrepreneurship and the distinctive comparative advantages of taking a cultural approach to business. The role of entrepreneurial

environments in terms of accepting creativity is highlighted, thereby making a new contribution to the study of heritage entrepreneurship. The book also elaborates on how heritage entrepreneurs are embedded in an entrepreneurial ecosystem that consists of a number of different stakeholders. In doing so, the book provides an interdisciplinary perspective about the ways culture, creativity and heritage combine in order to produce novel entrepreneurial contributions. It speaks to researchers, practitioners and policymakers interested in heritage entrepreneurship, enabling them to gain ideas for their work, and to move the field forward with a better understanding of heritage entrepreneurship. Vanessa Ratten is an Associate Professor of Entrepreneurship in the La Trobe Business School at La Trobe University (Australia). She is the Program Director of the Masters of Management course and teaches Corporate Venturing, Managing Innovation and Analyse & Ideate. She has published seven sole authored books including Sports Technology and Innovation: Assessing Cultural and Social Factors (Palgrave) and two textbooks including Analyse, Ideate and Grow: The Role of Creativity and Entrepreneurship (Springer). She has also edited more than thirty books including Oceania Entrepreneurship (Palgrave).

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