



# Entrepreneurial Decision-Making: Individuals, Tasks And Cognitions

*Veronica Gustafsson*

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## **Entrepreneurial Decision-Making: Individuals, Tasks And Cognitions** Veronica Gustafsson

This fascinating book aims to provide a deeper understanding of the decision-making processes of entrepreneurs. This is achieved via a comparison of entrepreneurial individuals with different levels of expertise in contexts with varying degrees of potential for entrepreneurial success.

This multidisciplinary study is based on entrepreneurship theory and empirical research as well as cognitive psychology. The cognitive perspective provides a link between the entrepreneur and new business creation by focusing on an individual's cognitive behaviour rather than on their personality traits. The essential issues of gathering and application of knowledge and expertise are also addressed: one of the most important implications of the study is that successful entrepreneurial decision-making behaviour can actually be taught and learned. The book concludes, however, that the provision of optimal teaching methods of this decision-making behaviour is a stiff challenge faced by entrepreneurship education.

Presenting a novel combination of cognitive psychology and entrepreneurship theory with important practical implications, this book will strongly appeal to those involved in the study of entrepreneurship and cognitive psychology, and business and management. Entrepreneurs themselves will also find much to interest them in this book.

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