



Handbook of Entrepreneurial Cognition

Edited by J. Robert Mitchell, Associate Professor, Ivey School of Business, Western University, Canada, Ronald K. Mitchell, Professor, Rawls College of Business, Texas Tech University and Brandon Randolph-Seng, Assistant Professor of Management, College of Business & Entrepreneurship, Texas A&M University - Commerce, US

Entrepreneurial cognition research is at a crossroads, where static views give way to dynamic approaches. This Handbook draws on a variety of perspectives from experts in the field of entrepreneurial cognition to highlight the key elements in a socially-situated view, where cognition is action-oriented, embodied, socially-situated, and distributed. Readers seeking to better understand and/or participate in some of the most up-to-date approaches to entrepreneurial cognition research will find this Handbook to be an invaluable and time-saving companion in their research.

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It provides readers with some of the most up-to-date approaches to entrepreneurial cognition research and is designed to be an invaluable and timesaving companion for entrepreneurial cognition researchers. With insights from leading entrepreneurial cognition researchers the Handbook offers a comprehensive literature review of the field.

Readers seeking to better understand and participate in some of the most up-to-date approaches to entrepreneurial cognition research will find this Handbook to be especially helpful in their research. Established scholars who are new to the research area will also be interested in this book. University libraries with research-focused business schools will also benefit from this Handbook.

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