

CONTENTS

Preface	iii
Authors' profiles	v
List of guest contributors	vii
1. The entrepreneurial process: An introduction to the psychology of entrepreneurship	
<i>Lorraine Uhlanner & Martin Lukes</i>	1
2. Social entrepreneurship	
<i>Ute Stephan</i>	17
3. Dispositions of entrepreneurs: Exploring entrepreneurs' personality characteristics	
<i>Andreas Rauch</i>	37
4. Entrepreneurial motivation: Independence, money, self-realization and passion for work	
<i>Marjan Gorgievski</i>	55
5. Positive psychology inspirations for entrepreneurship research	
<i>Mariola Laguna</i>	73
6. Defining and measuring entrepreneurial success	
<i>Dominika Dej</i>	89
7. Planning and entrepreneurial success	
<i>Ute Stephan & Marjan Gorgievski</i>	103
8. Opportunity recognition, evaluation and development	
<i>Martin Lukes</i>	115
9. Internet marketing for new ventures	
<i>Patrycja Rudnicka</i>	131
10. Entrepreneurship and leadership	
<i>Juan A. Moriano & Jean-Pierre Lévy</i>	151
11. Managing the growing firm	
<i>Lorraine Uhlanner & Martin Lukes</i>	165
12. Corporate entrepreneurship	
<i>Juan A. Moriano & Martin Lukes</i>	183