

# Contents

---

|   |      |
|---|------|
| <i>List of contributors</i>   | vii  |
| <i>Foreword and acknowledgements</i>  | viii |
| Introduction<br><i>Daniel Hjorth and Chris Steyaert</i>   | 1    |
| 1 The prosaics of entrepreneurship<br><i>Chris Steyaert</i>   | 8    |
| 2 A moment in time<br><i>Sami Boutaiba</i>  | 22   |
| 3 Driven entrepreneurs: a case study of taxi owners in Caracas<br><i>Monica Lindh de Montoya</i>  | 57   |
| 4 ‘Going against the grain . . .’ Construction of entrepreneurial<br>identity through narratives<br><i>Lene Foss</i>                            | 80   |
| 5 Storytelling to be real: narrative, legitimacy building and<br>venturing<br><i>Ellen O’Connor</i>   | 105  |
| 6 The devil is in the <i>e-tale</i> : forms and structures in the<br>entrepreneurial narratives<br><i>Robert Smith and Alistair R. Anderson</i> | 125  |
| 7 Crime and assumptions in entrepreneurship<br><i>Alf Rehn and Saara Taalas</i>   | 144  |
| 8 The dramas of consulting and counselling the entrepreneur<br><i>Torben Damgaard, Jesper Piihl and Kim Klyver</i>                              | 160  |
| 9 Masculine entrepreneurship – the Gnosjö discourse in a<br>feminist perspective<br><i>Katarina Pettersson</i>                                  | 177  |

- 10 Quilting a feminist map to guide the study of women entrepreneurs 194  
*Kathryn Campbell*
- 11 Towards genealogic storytelling in entrepreneurship 210  
*Daniel Hjorth*

## READINGS

12. Reading the storybook of life: telling the right story versus telling the story rightly 233  
*Jerome Katz*
- 13 The edge defines the (w)hole: saying what entrepreneurship is (not) 245  
*William B. Gartner*
- 14 Relational constructionism and entrepreneurship: some key notes 255  
*Dian-Marie Hosking in dialogue with Daniel Hjorth*
- Notes* 269  
*References* 274  
*Index* 305