Entrepreneurial cognition has developed into a key stream of research in the field of entrepreneurship and beyond. Initial efforts at distinguishing the cognitions of entrepreneurs from non-entrepreneurs have given way to explaining differences in cognition within the category of entrepreneur. What is particularly interesting is the movement towards explaining variations in cognitions within the individual entrepreneur across time and contexts. These contextual differences include the nature of the task and/or the social situation surrounding it.

This book provides an important historical context for the state-of-the-art in entrepreneurial cognition (Randolph-Seng, Mitchell and Mitchell) and offers a fascinating reflection by (or description of the metamorphoses of) one of the leading experts on entrepreneurial cognition (Baron). The book links cognitions to important outcomes, including behavior (Bird; Carsrud and Brännback), learning (Forbes), and growth (Corbett). We also gain a deeper understanding of different levels of consciousness of cognition and how they can be self-regulated (Randolph-Seng, Williams and Hayek) and how entrepreneurial cognitions can be influenced by affect (Foo, Murnieks and Chan; Grégoire; Drnovsek, Slavec and Cardon), exchange (Mitchell, Mitchell, Zachary and Ryan) and language (Clarke and Cornelissen). Finally, chapters of the book provide some insights into the mechanisms of entrepreneurial cognition, including discussions of neuroscience (McMullen, Wood and Palich; Baucus, Baucus and Mitchell) and the heuristics of effectuation (Sarasvathy). This is a timely book written by the leading scholars in the field.

Dean A. Shepherd, Bloomington, Indiana, USA