

Contents

Preface	ix
Acknowledgments	xix
Introduction	3
I. The Nature of Promising Start-ups	25
1. Endowments and Opportunities	29
2. Planning vs. Opportunistic Adaptation	53
3. Securing Resources	69
4. Distinctive Qualities	90
5. Corporate Initiatives	114
6. VC-Backed Start-ups	141
7. Revolutionary Ventures	166
8. Summary and Generalizations	196
II. The Evolution of Fledgling Businesses	207
9. Missing Attributes	213
10. Existing Theories and Models	238
11. Critical Tasks	260
12. Exceptional Qualities	290
III. Societal Implications	317
13. Reexamining Schumpeter	319
14. Facilitating Conditions	338
Conclusion	360
Appendix 1: Background Information: 1989 <i>Inc.</i> 500 Study	371
Appendix 2: Partial List of Student Papers Written on Successful Entrepreneurs	376
Notes	381
References	387
Index	397