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When we look at the literature there are various suggestions how to approach entrepreneurship.¹ Casson (1990) provides a fourfold division of entrepreneurship approaches: some focus on the factor distribution of income, some investigate the entrepreneur's role within the market process, others focus on a heroic Schumpeter vision and the fourth group analyzes the entrepreneur in the context of a firm.

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CHAPTER 2: ENTREPRENEURSHIP THEORY AND CREATIVITY 94:43). Introduction: try. Cantillon (1725) was the first to place the entrepreneurial function in the field of Economics. The principle of profit maximisation immediately became part of the definition of an entrepreneur. Cantillon argued that entrepreneurs were directly

CHAPTER 2 2 ENTREPRENEURSHIP THEORY AND CREATIVITY 2.1

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