



# Rethinking Enterprise Policy: Can Failure Trigger New Understanding?

*Simon, Mr Bridge*

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## **Rethinking Enterprise Policy: Can Failure Trigger New Understanding?** Simon, Mr Bridge

In many countries, policies to increase levels of enterprise and entrepreneurship have been pursued for up to 30 years, but now there is evidence to suggest that they do not work. These failures need to be addressed and this book provides answers to the many questions that have resulted from this failure.

Simon Bridge considers the models of enterprise that have supported policy and examines some of the thinking behind them. He suggests a categorisation of entrepreneurship to try to introduce some clarity to a sometimes confusing debate about its meaning and an interpretation of social capital to try to explain its relevance. Finally he brings such considerations together to derive an alternative model of enterprise which is consistent with the evidence and which might therefore lead to better policy.



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