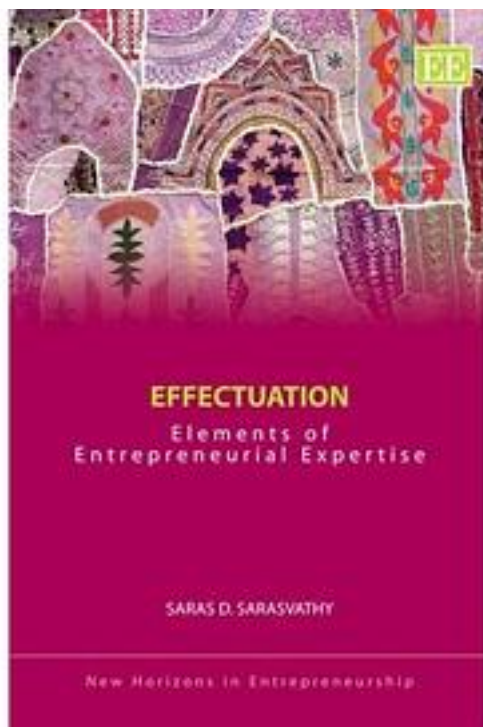


# Effectuation



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作者介绍:

Saras D. Sarasvathy is a member of the Strategy, Entrepreneurship and Ethics area and teaches courses in entrepreneurship and ethics in Darden's MBA program. In addition, Saras teaches in the doctoral program and the research seminar on Markets in Human Hope.

Saras is a leading scholar on the cognitive basis for high-performance

entrepreneurship and is the author of Effectuation: Elements of Entrepreneurial Expertise. Effectuation is widely acclaimed as a rigorous framework for understanding the creation and growth of new organizations and markets. The research program based on effectuation involves over a dozen scholars from around the world whose published and working papers can be found at [www.effectuation.org](http://www.effectuation.org). Saras has also developed several cases and other instructional materials to teach effectuation. A new textbook, along with a detailed instructor's manual is currently in the works.

In addition to a master's degree in Industrial Administration, Saras received her Ph.D. in Information Systems from Carnegie Mellon University. Her thesis on entrepreneurial expertise was supervised by Herbert Simon, 1978 Nobel Laureate in Economics. Before joining Darden, she had been on the faculty of University of Washington and University of Maryland. And before that, she was part of the founding team in five entrepreneurial ventures.

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标签

创业

创业学

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entrepreneurship

Research

## 评论

这本书讲的理论一言以概之，就是「做中学」，这个理论最牛的地方在于，它的应用性极强，而且适用于每个人，可谓创业研究领域的一个让人耳目一新的理论。

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effectuation

译为“创业导向”，是这一理论比较经典的著作，完整地阐述了理论的内涵。之前读得一知半解，所谓创业导向，就是路径并不是最初就设计好的，而是先对自己可用得资源进行拼凑，走一步看一步~~

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fine

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创业领域的新思路，主要围绕效果逻辑与因果逻辑进行对比介绍，想法很创新，值得研读！

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## 书评

奏效思考模式，而不是大企业中常见的因果思考模式，是建立新企业的基础。

这是本人在《IT经理世界》的书评，转贴在这里

<http://www.ceocio.com.cn/12/93/522/574/46121.htm>

当马云与自己的伙伴1995年创办中国黄页的时候，他如何构想从这一起点到十几年后阿里巴巴集团的道路， ...

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