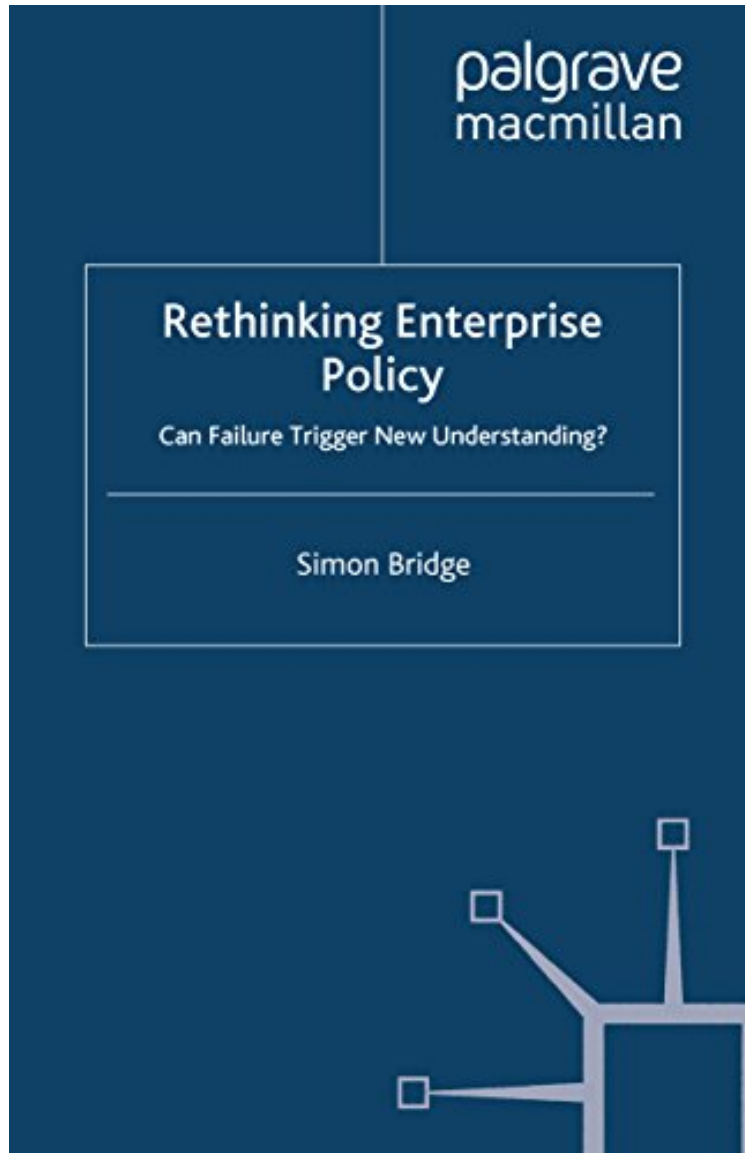


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## Rethinking Enterprise Policy: Can Failure Trigger New Understanding?

*S. Bridge*

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**S. Bridge : Rethinking Enterprise Policy: Can Failure Trigger New Understanding?** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rethinking Enterprise Policy: Can Failure Trigger New Understanding?:

Policies to increase the level of enterprise and entrepreneurship, in many countries and regions, have often failed. This book explores this and gives alternative views to derive a different model, based on social influence, which is consistent with the evidence and which might therefore lead to better policy.

'Having begun as an insider, and then become an outsider, few people can write about enterprise policy with the same authority as Simon Bridge. His central conclusion is that 'enterprise does not respond to policies to increase it in the way that the originators of those policies have both desired and assumed.' This book is therefore a wake-up call to politicians, policy makers and gung-ho enterprise enthusiasts who not only believe more is better but, on the most flimsy of evidence, also appear to believe that micro public policies in this area are effective. All need to read this informed and careful account of the evidence and then to take note of Simon Bridge's recommendations for moving forward.' Professor David Storey, Department of Business, Management and Economics at the University of Sussex

'Simon Bridge has written an interesting and insightful book...highly readable and a must-read for academicians, policymakers and those interested in supporting enterprise and entrepreneurship.' International Small Business Journal

About the Author Simon has been involved in formulating, delivering and/or assessing enterprise policy for nearly 30 years, most recently as an enterprise and economic development consultant and before that as the Enterprise Director of a small business agency.