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Theoretical Journey - Effectuation 4. Understanding Effectuation -  
Problem Space and Solution Principles 5. Understanding  
Effectuation - Dynamics of the Effectual Process 6.

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of entrepreneurial expertise, which I have dubbed effectuation -  
to signify the inverse of causation. <sup>3</sup>/<sub>4</sub> The second fleshes out the  
empirically derived skeleton into a complete

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effectuation, the entrepreneur interacts in search of self-selecting partners to co-create the venture with. Decisions - Experts entrepreneurs use a set of techniques that serve as the foundation for making decisions about what to do next. the expert entrepreneur. develop specialized mental framework. You need them to start your business but

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little doubt that these ideas will serve as an important foundation for anyone desirous of stimulating positive action in the world.

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