BOOK REVIEW OF *RE-UNDERSTANDING ENTREPRENEURSHIP* by Weiying Zhang

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Prof. Dr. Weiying Zhang's (2024) *Re-Understanding Entrepreneurship: What It Is and Why It Matters* offers a thought-provoking perspective on entrepreneurship by re-examining its fundamental principles. The book presents valuable insights, particularly in its effort to highlight the role of entrepreneurship in economic development. However, some limitations emerge when analyzed through the lens of the Austrian school of economics, particularly Foss and Klein's (2012) judgment-based approach and Huerta de Soto's (2009) theory of dynamic efficiency.

Foss and Klein (2012) define entrepreneurship as judgment-based decision-making under uncertainty, where entrepreneurs control scarce resources. Zhang's book primarily focuses on opportunity recognition and discovery but does not sufficiently explore the entrepreneur's role as a resource allocator. While the book acknowledges the importance of entrepreneurial vision, it could further examine how entrepreneurs make strategic decisions in uncertain environments.

Moreover, Zhang's framework tends to present entrepreneurship as being predominantly shaped by external incentives rather than individual judgment and control. A deeper exploration of how entrepreneurs navigate uncertainty through ownership and decision-making structures, as emphasized by Foss and Klein, would strengthen the book's argument. By incorporating this dimension, Zhang's work could provide a more nuanced perspective on entrepreneurs' cognitive and strategic challenges.

Huerta de Soto's (2009) theory of dynamic efficiency underscores entrepreneurship's creative, coordinative, continuous, and

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transformative nature in driving economic progress. While Zhang's book offers a valuable discussion on market adaptation, it primarily views entrepreneurship as a means of optimizing existing market conditions rather than a force for disruptive change and the driving force of the market economy (Mises, 1949).

One area where the book could be expanded is its treatment of creative destruction, a fundamental concept in Austrian economics. Zhang's work would align more closely with the dynamic efficiency framework by further analyzing how entrepreneurs disrupt existing structures and establish new market equilibria. Additionally, a more in-depth discussion of the potential constraints imposed by regulatory frameworks and how they may hinder entrepreneurial innovation could enhance the book's policy recommendations.

Prof. Dr. Weiying Zhang's policy recommendations advocate for fostering supportive institutional environments for entrepreneurship. While this is a crucial aspect, a stronger emphasis on decentralization and the importance of spontaneous market order, as highlighted by Foss and Klein (2012) and Huerta de Soto (2009), would enrich the book's argument. Ensuring that entrepreneurship is not only encouraged but also allowed to flourish in an environment with minimal state interference and strong property rights is essential for sustaining long-term economic growth.

Additionally, Zhang's book could benefit from further analysis of how entrepreneurial judgment translates into firm-level strategic decisions. A more detailed discussion on how businesses sustain competitive advantage through adaptability and experimentation would provide readers with a more practical understanding of entrepreneurship's complexities.

Prof. Dr. Weiying Zhang's *Re-Understanding Entrepreneurship* makes a valuable contribution to entrepreneurship studies by offering fresh insights into its significance. However, a more integrated approach that incorporates the Austrian school's emphasis on judgment-based decision-making and dynamic efficiency would enhance its theoretical depth (Wang, 2017, 2019, 2023). By expanding on these elements, Zhang's work could provide an even more robust framework for understanding the transformative power of entrepreneurship in modern economies.

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