

Book Review
Strategic Entrepreneurship
by Nicoleta Cristache and Marian Năstase, Editura C.H. Beck, 2023

DOI: 10.24818/RMCI.2024.4.623

The work with the title **STRATEGIC ENTREPRENEURSHIP**, authors Nicoleta CRISTACHE, Marian NĂSTASE, represents a valuable scientific work that attracts with its novelty elements, the field addressed and the possibility of applying the information provided within it.

Strategic entrepreneurship is a modern approach that presents how value is created and how it can provide multiple benefits, both to the entrepreneur and to the entire entrepreneurial ecosystem of which he is a part.

The book is a solid study platform, capable of ensuring a balance between individual introspection, market research, building relationships with stakeholders and ensuring managerial and economic performance within SMEs, but also large-scale, capable organizations or willing to rethink their activities based on an entrepreneurial spirit.

The work is well harmonized throughout the 13 chapters, having a content that addresses the main areas that characterize the entrepreneurial activity, highlighting both the favorable and unfavorable factors, in a balanced approach.

It is enough to mention some of the chapters of the book to see the usefulness of this scientific an entrepreneurial approaches, such as: entrepreneurship and strategic entrepreneurship, the entrepreneurial ecosystem and the entrepreneurial formula, strategic entrepreneurship and innovation, managerial analysis tools for strategic entrepreneurship, entrepreneurial strategies and business models, marketing entrepreneurial in the context of strategic entrepreneurship, mentoring and entrepreneurial coaching – stages in entrepreneurial education, digital transformation and strategic entrepreneurship, etc.

The elements presented in the book take the reader from the moments of self-analysis of a potential or existing entrepreneur, through the stages of analysis, testing, launch, marketing, innovation and development of a business idea. Digital transformation, artificial intelligence and other new elements, many of them with a disruptive character, involve a remodeling of the entire organization, from processes and structures to rethinking the role that human resources have in the organization, the way in which they interact with technology so that the functionality and results they achieve are maximized.

All these elements help us to understand the vision that a strategic entrepreneur can build and how it can be operationalized, taking into account the talents he can bring in and the values on which he bases his decisions and activities. We are talking about leadership and an entrepreneurial culture that stimulates initiative, collaboration, creativity and who know and can unite the

objectives of a business with those of the staff and other categories of stakeholders in the entrepreneurial ecosystem, so as to achieve sustainable performance.

The work is addressed to all those interested in the entrepreneurial phenomenon: entrepreneurs, managers, teachers, researchers, students, etc. The pace of the book is alert and the reader finds the wide range of challenges that a strategic entrepreneur can face, as well as the solutions to them.

The book is a plea for entrepreneurship, for the development of a creative, innovative, initiative spirit at all levels of an organization and it reflects both the state of knowledge in the field on a national and international level, as well as the experience, concern and passion of the authors for the field of strategic entrepreneurship.

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