## Narratives of Enterprise

Crafting Entrepreneurial Self-Identity in a Small Firm

Simon Down

University of Newcastle upon Tyne Business School, UK

## Contents

Cast of characters, names and places Acknowledgements		vi vii
2.	Self-identities of entrepreneurial practice	13
3.	• •	33
4.	Generations	53
5.	Space	68
6.	Cliches	86
7.	Conclusion	105
Methodological appendix: writing soap operas		118
References		129
Index • ,		139