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University of Bristol

ENTREPRENEURIAL IDENTITY IN US BOOK PUBLISHING IN THE TWENTY-FIRST CENTURY

Rachel Noorda

Portland State University



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Entrepreneurial Identity in US Book Publishing in the Twenty-First Century

Elements in Publishing and Book Culture

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Rachel Noorda
Portland State University

Author for correspondence: Rachel Noorda, rnoorda@pdx.edu

ABSTRACT: Entrepreneurship underpins many roles within the publishing industry, from freelancing to bookselling. Entrepreneurs are shaped by the contexts in which their entrepreneurship is situated (social, political, economic, and national). Additionally, entrepreneurship is integral to occupational identity for book publishing entrepreneurs. This Element examines entrepreneurship through the lens of identity and narrative based on interview data with book publishing entrepreneurs in the US. Book publishing entrepreneurship narratives of independence, culture over commerce, accidental profession, place, risk, (in)stability, busyness, and freedom are examined in this Element.

KEYWORDS: entrepreneurship, freelancing, narrative, bookselling, occupational identity

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