



This book explores the parallels between the Renaissance during the 14th to 16th centuries and the upheavals in human and physical sciences in the 21st Century that herald an insurgent entrepreneurial renaissance. The first Renaissance, conceived and developed in an urban environment, with the Medici family in Florence as pioneers, was a melting pot of art, culture, science and technology. It is in that context that entrepreneurship derived from artisan tradition and, hence, customized, was born to meet the demands and anticipate the needs of individual consumers. Starting with the mechanical technologies of the first industrial revolution, art, culture and science became separated from entrepreneurship. The latter took on Fordist features which depersonalized and, therefore, standardized the producer-consumer relationship. The emerging model of entrepreneurship returns to its origins in customization (e.g., 3D printing technologies, sharing/on-demand economy) strongly linked to the sequence "art-culture-science-technology." The road to a new entrepreneurial renaissance is traveled by cities with creative communities. These communities actively participate in promoting international talent mobility, encouraging connections among the knowledge nomads who move around the world and the resources and talents rooted locally. Brought back to life under the conditions of the current age, entrepreneurship is once again woven into the fabric of art, culture, science and technology, and contributing to civic identity and pride. Featuring case studies from local experts that highlight innovative initiatives and developments in diverse cities around the world, this book aims to stimulate deep thought, theories and applications in the fields of entrepreneurship and innovation.

