

Preface

The earliest applied education in entrepreneurship that I have been able to find a trace of dates back to 1938, when Professor Shigeru Fijii taught at Kobe University in Japan. Seven decades later, academic interest in entrepreneurship is widespread. This book will familiarise the reader with a variety of entrepreneurship models and small business styles, found across East Asia. As noted by Harvie and Lee, “The term ‘East Asia’ can be said to be a terminological convenience referring to a geographically proximate group of countries on the western rim of the Pacific stretching from Japan, Korea and China in the north... (2002, p. 1).” The geographic scope of this book covers countries of East Asia, and also an emerging superpower, India. According to the Global Entrepreneurship Monitor findings, India has more persons active in start-ups and new firms than any other country in the world.

The best plan for one year is to cultivate grain; that for ten years is to cultivate trees; and that for a hundred years is to cultivate people. Once cultivated, grain may bring about a crop within the year; trees may bring about benefits lasting for a score of years; people may bring benefits lasting a hundred years.

— Chinese Proverb

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