

Introduction

WARNING! DANGER ALERT! This book is about action, doing, and making things happen!

It is **not an academic treatise** for academics and ivory tower folks, full of textbook mumbo jumbo!

It is for those that want to **make things happen in their lives, and the lives of others, any place in this wonderful world of ours!**

The target audience is all who are included in Entrepreneurship education, coaching, mentoring and development.

It is also extremely useful for existing Entrepreneurs, and hopeful future Entrepreneurs, as it gives neat insights into what it takes to create, and be an Entrepreneur!

It is our fervent hope that you, the reader (a teacher, mentor, student, entrepreneur, or future entrepreneur) will be able to gain great insight into educational activities and entrepreneurial thinking that will help you to **translate the thoughts, experiences, ideas and “doable” action activities presented in this book to your everyday ACTIONS** in helping to prepare the future for entrepreneurial success!!!!

Start with any chapter. It is designed to give you short, action oriented snippets of thoughts and ideas from some of the finest thinkers in the area of entrepreneurship in all shapes and forms in the world!!!! All of these authors have extensive **streetwise experience** in entrepreneurship and developing entrepreneurs internationally.

If you added up all of the years these authors have cumulatively impacted the field of entrepreneurship, the total would be **hundreds and hundreds of years of real world, doing it, experience!!!!**

What a **grand resource of talent** from a field of endeavor that has been formally acknowledged for perhaps only 35 years, and is still in its infancy!!

The editor of this book has participated in the field of entrepreneurship and entrepreneurship education for more than 40 years throughout the world! He has **watched entrepreneurship revolutionize and shape the world** in such diverse environments as the Soviet Union (now Russia), China, Singapore, Ireland, Eastern Europe, the Southern Hemisphere, and the USA!

Entrepreneurship is the future! It can truly solve the ills of the world, if we help to fulfill its full potential!!!!

You will notice that there is a chapter of this book that deals with the Entrepreneurial miracle of Ireland! Why? Because **Ireland, the “Celtic Tiger”, represents the realized potential of entrepreneurship!** This country went from a wonderful sleepy little rural economy with unemployment in the mid twenty percent range and severe under-employment, to a major player in the entrepreneurial world economy in just twenty years! The best and brightest young talent of the country was fleeing overseas to find their destiny, Ireland’s population was declining several percentage points a year! Today Ireland

is a mover and shaker in the technology game, and those who fled are returning home to help with the entrepreneurial and technological miracle that is happening there. As a Fulbright Scholar in Ireland in the “tough years” your editor has marveled at what key educators and leaders have been able to accomplish in this tiny country!

The lessons of Ireland’s “Celtic Miracle” can teach us a great deal about how we can “Survive and Thrive” in today’s dire, worldwide economic chaos.

Entrepreneurship and Entrepreneurs are the path out of the world’s economic troubles and Chaos!

Ireland has proved that entrepreneurship can help any other country in the world to achieve the same miracle. It doesn’t matter if it is the poorest country in Africa, a country trying to recover from a tragic civil war, or a country just trying to enter into the 21st century, or ALL of the countries in the world facing the deep world economic recession!

Ireland has clearly shown that developing the entrepreneurial spirit, and the entrepreneurs to carry it out, can, indeed, produce economic miracles in a very short time span.

You will also note there is a chapter on the subject of corporate entrepreneurship! You bet!!!!!! **Being entrepreneurial in the large corporate business sector is essential to the future of the economies of the world.** The leaders of the corporate world can no longer devote their time to protecting what they have! They must always be creating the future in an entrepreneurial way!

General Motors has certainly taught us that!

We can never allow the world to suffer through the excesses and stupidity of another General Motors!

Encouraging Entrepreneurship, and truly exciting **“Intrapreneurs” (Entrepreneurs within the larger corporation and business entity)**, in the larger firms of the world will play a major role in redeeming businesses of all sizes in the next few decades!

I am also very delighted to have a chapter on ethics and social responsibility in this book, and a chapter about Social Entrepreneurship! We proudly proclaim our mission in the Entrepreneurship Program at Loyola Marymount University as “teaching entrepreneurship with ethics and social responsibility!”

This must be an essential ingredient in entrepreneurship education or we will spoil the chance we have to make the world better.

Look at what many large corporate leaders, bankers and supposed Wall Street financial wizards have done to spoil the world! **Somehow they never learned about ethics and social responsibility, did they!**

We must now, more than ever, imbed ethics and social responsibility in all that we do.

Yes, I am an idealist and very proud of it!!!!

If you are involved in developing Entrepreneurs, hopefully this book will provide the reader with the “warp” and “woof” with which to weave one’s own entrepreneurial tapestry in the grand endeavor of guiding and developing the entrepreneurial leaders and winners and miracle makers of the future!!!!

Of most importance, we hope that as you read between the lines, you truly learn that to be a really effective entrepreneurial educator and mentor, **you must be entrepreneurial yourself!**

You are setting the stage for greatness among those who learn from you and those you guide. You are whetting their appetite for what they can be and achieve! You must not only give them the knowledge and methodology of entrepreneurship, **you must also convey the passion, street smarts and fire in the belly it takes to create winning entrepreneurial success stories!**

We believe the authors in this book will help you give your “customers” just that!!!!

If you are a fledgling Entrepreneur, Wow! You will find a myriad of key, exciting, doable and implementable action oriented ideas and methodologies that will help you to jump start your career as an Entrepreneur! **You can learn from some of the world’s best entrepreneurial minds in this book!**

Finally, you will notice many, many, many “!!!!!!” exclamation points used in this book! Why? Because that is what entrepreneurship and entrepreneurship education are all about!!!! You must be excited about it!!!! **You must be passionate** as a standard bearer for developing tomorrow’s entrepreneurs, including yourself, if you are a fledgling Entrepreneur!!!!

Entrepreneurs are exciting and excited!!!! To help them to fulfill their destiny, **you must be excited and exciting in all you do** with them!!!!

Make it happen for those you teach, help and guide!

Help them to make their lives into exclamation!!!!!!!!

I ask the reader to:

Read this book in Small Snippets! Never more than a chapter at a time!

Learn! There is so much in this book that will help you!

“Borrow” and make better anything you want from this book! That is what we want, for you to use what we have provided for you!

Adopt the ideas we have given you, as they fit your unique ambiance!

Adapt its content to your life, culture and situation! We have provided some wonderful, neat action oriented material in this book!

But of most importance, after reading this book, **go out and do something wonderful, fun, majestic, and powerful for yourself and your corner of the world!**



“A rock pile ceases to be a rock pile the moment a single man contemplates it, bearing with him the image of a cathedral.”

Antoine de Saint-Exupery