

Contents

Acknowledgements	xiii
Introduction	xv
Chapter One Setting the Entrepreneurial Stage: This is the Age of the Entrepreneur!	1
<i>By Fred Kiesner</i>	
Chapter Two The Crazy Entrepreneurial Professor! Crazy Like a Fox!	9
<i>By Fred Kiesner</i>	
Chapter Three Creating The 21st Century Entrepreneurial Campus	23
<i>By Donald F. Kuratko</i>	
Chapter Four Developing Effective Business Plans	39
<i>By Charles W. Hofer</i>	
Chapter Five Self-Assessment for the Entrepreneur!	71
<i>By Fred Kiesner</i>	

Chapter Six	
Training Programs for Fledgling Entrepreneurs	85
<i>By George Solomon</i>	
Chapter Seven	
Global Entrepreneurship Education: What I Have Learned about Entrepreneurship Education in Asia	107
<i>By Leo Paul Dana</i>	
Chapter Eight	
Teaching Global Entrepreneurship through Action-Based Learning	121
<i>By Len Middleton</i>	
Chapter Nine	
Social Entrepreneurs: Born or Bred? Capitalism that Makes a Difference!	153
<i>By David Bussau</i>	
Chapter Ten	
Entrepreneurship Educators Need to be Enterprising	169
<i>By Chris Collet and Barra Ó Cinnéide</i>	
Chapter Eleven	
The Celtic Tiger Economy of Ireland: A New Perspective	195
<i>By Ted O Keefe</i>	
Chapter Twelve	
The Miracle of Changing the Mindset for Young, Would-be Entrepreneurs	217
<i>By Jose M. Romaguera</i>	

Chapter Thirteen Entrepreneurship for Non-Traditional Youth Entrepreneurs	245
<i>Robert Warren</i>	
Chapter Fourteen Five Classic Challenges for Entrepreneurial Leaders: Coaching and Mentoring Entrepreneurial Winners!	259
<i>By Marshall Goldsmith</i>	
Chapter Fifteen The Entrepreneur's Ethical Survival Kit	271
<i>By Arthur Gross-Schaefer</i>	
Chapter Sixteen Making Entrepreneurial Finance Relevant and Interesting for Aspiring Entrepreneurs	295
<i>By David Choi</i>	
Chapter Seventeen 100 Or So Simple Ingredients for Winning in Life as an Entrepreneur, Leader, Manager, and Winner!	315
<i>By Fred Kiesner</i>	
Chapter Eighteen Entrepreneurship Within a Large Organization	343
<i>By Wesley B. Truitt</i>	
Chapter Nineteen Can a Young Person REALLY be an Entrepreneur?	365
<i>By Brad Keywell</i>	

Chapter Twenty	
Being a Winner or a Loser: It is Your Choice!	385
<i>By Fred Kiesner</i>	
Chapter Twenty-One	
Creating the University-Based Entrepreneurship Resource Center	397
<i>By Cal Caswell</i>	
Chapter Twenty-Two	
Listening to the Pioneers of Entrepreneurship Education	421
<i>By Brian McKenzie</i>	
Chapter Twenty-Three	
The Academy of Business Leadership	435
<i>By Anna Ouroumian</i>	
Chapter Twenty-Four	
Developing Entrepreneurs through Mentorship	453
<i>By Shaun Tan and L. Nicole Landrum</i>	
Chapter Twenty-Five	
So What is this Beast Called an Entrepreneur?	473
<i>By Fred Kiesner</i>	
Chapter Twenty-Six	
Fulfilling the Impossible Dream: Breaking into a Targeted Niche Market	481
<i>By Martha de la Torre</i>	
Chapter Twenty-Seven	
What is It You Want out of Life?	503
<i>By Fred Kiesner</i>	

Chapter Twenty-Eight Sound Bites and Other Food for Entrepreneurial Thought <i>By Elissa B. Grossman</i>	511
Chapter Twenty-Nine What I Learned in Forty-Five Years as an Entrepreneur, Entrepreneurial Mentor, Teacher, and Coach <i>By John Bailey</i>	531
Chapter Thirty WHEW! Pulling It All Together! <i>By Fred Kiesner</i>	543
List of Contributors	547
Index	555