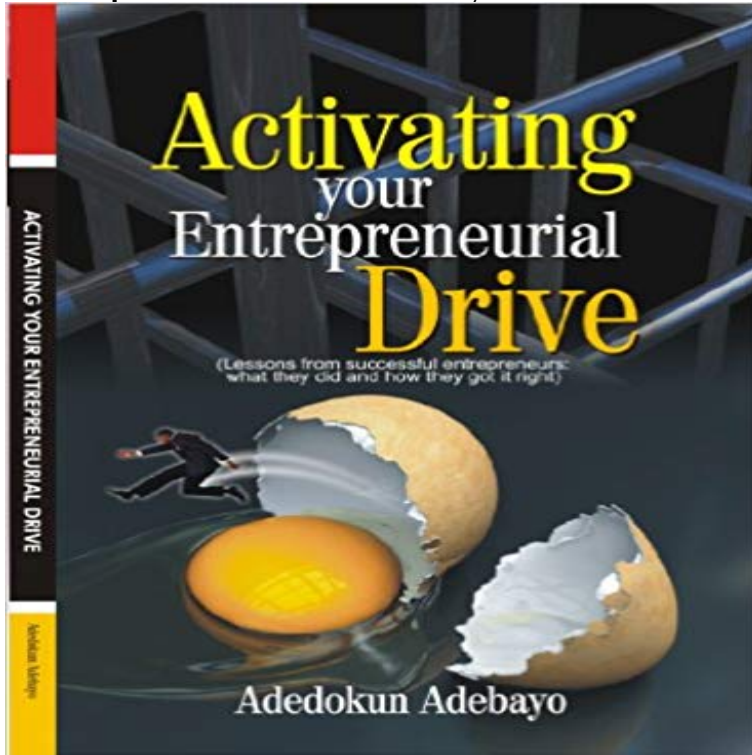


Activating your Entrepreneurial Drive (Lessons from successful entrepreneurs: what they do and how they got it right)



Many textbooks delve into theoretical underpinning and gradual processes involved in developing a business venture. In reality, entrepreneurship is dynamic, more so, the experience of each entrepreneur depends on varying environmental, economic and social circumstances. After careful research into the operations of existing and successful enterprises, the author concludes that, anybody can become an entrepreneur irrespective of education or economic background. He also reveals that, personality has little or no role to play in building a successful business. From his numerous findings, he discovers certain features shared by every successful entrepreneur. These, he systematically highlighted and discussed using practical experiences of successful entrepreneurs across the globe. The uniqueness of the book is its ability to solve cross-cutting entrepreneurship questions using business cases and a passion driven content, tailored at bringing out giant in any potential entrepreneur. The book addresses the entrepreneurship from pure practical approach and answers the fundamental questions of entrepreneurship using business cases and profiles of selected entrepreneurs in diverse works of life. Apart from brief references to the entrepreneurs as situation demands in the course of the writing, a space was provided for review of their profiles in more details at the latter part of the book. This was done not only to allow readers to enjoy the thrill of entrepreneurial process, but also to understand the dynamics of recording success in the course of entrepreneurial journey. While some people recorded success early in business, some others spent years before attaining some level of accomplishment and recognition. The variation notwithstanding, this book has shown beyond doubt through critical analysis of the profiles of selected

entrepreneurs that anyone can succeed, all it takes is to get certain things right at the right time. The book places little emphasis on the start-up capital which is a usual barrier on people's ability to think through. It is believed that what creates money is not money but idea and genuine understanding of the business concept with sufficient passion and vision to drive through the hurdles, while money is a mere catalyst to hasten the rate of reaction in the course of business execution. Most of the entrepreneurs referred to in this book started with little or nothing; however they had genuine passion and desire to implement their conceived ideas. Many entrepreneurs are referenced in the book, but available space only admits complete profiling of eight. The selection is based on representations as related to the nature of entrepreneurship; inventor and non-inventor, gender; male and female, economic background; rich and poor, educational background; educated and non-educated, time of entrance into entrepreneurial ventures; early or late, country of location; Africa, America or Europe; nature of business; products or services, ease of breakthrough; early or later among other criteria. These are considered to avoid exclusion of whosoever and wherever a potential entrepreneur might be located. It is expected that the book shall help greatly in delivering on your appetite for entrepreneurship

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