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**The Definitive Guide to Doing
Business in Africa For global
and Africa-based companies
looking to access new growth
markets, Africa offers exciting**

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**opportunities to build large,
profitable businesses. Its
population is young, fast-
growing, and increasingly
urbanized--while rapid
technology adoption makes the
continent a fertile arena for**

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innovation. But Africa's business environment remains poorly understood; it's known to many executives in the West only by its reputation for complexity, conflict, and corruption. Africa's Business Revolution provides

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**the inside story on business in
Africa and its future growth
prospects and helps executives
understand and seize the
opportunities for building
profitable, sustainable
enterprises. From senior leaders**

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in McKinsey's African offices
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and a leading executive on the
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depth proprietary research by
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**and government leaders across
Africa. Brimming with company
case studies and exclusive
interviews with some of Africa's
most prominent executives, this
book comes to life with the
vibrant stories of those who**

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**have navigated the many twists
and turns on the road to building
successful businesses on the
continent. Combining an
unrivalled fact base with expert
advice on shaping and executing
an Africa growth strategy, this**

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**book is required reading for
global business executives
looking to expand their existing
operations in Africa--and for
those seeking a road map to
access this vast, untapped
market for the first time.**

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Have you ever queued for a restaurant? Pre-ordered something months in advance? Fought for tickets that sell out in a day? Had a hairdresser with a six-month waiting list? There are people who don't chase clients,

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**clients chase them. In a world of
endless choices, why does this
happen? In this book,
entrepreneur and author Daniel
Priestley explains why and, most
importantly, how. This is a recipe
for ensuring demand outstrips**

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**supply for your product or
service, and you have scores of
customers lining up to give you
money**

**Written by a practicing business
attorney with startup experience
in the environmental and**

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**technology sectors, this
comprehensive handbook
assists entrepreneurs in tackling
the wide variety of opportunities
to go green. A one-stop resource
for entrepreneurs, it helps
readers incorporate clean**

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technology, environmental
practices, and green business
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approaches into the work
environment. The book
discusses how to sell to utilities,
explores fundraising outlets for
green businesses, covers

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**government incentives, presents
key startup tools aimed at green
businesses, and addresses
challenges of many new
businesses, such as raising
money and making sales.
Additional resources are**

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**available on the book's website.
The #1 New York Times and Wall
Street Journal bestseller from
Steve Case—the co-founder of
AOL—presents “a compelling
roadmap for the future...that can
help us make sense of the**

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**technological changes
reshaping our economy and the
world. A fascinating read”
(Sheryl Sandberg, Facebook
COO and founder of LeanIn.org).
Steve Case—a pioneer who
made the Internet part of**

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**everyday life—was on the
leading edge of a revolution in
1985 when he co-founded AOL,
the first Internet company to go
public and the most successful
business of the 1990s. Back then
Case was an entrepreneur in an**

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**industry that hadn't really been
invented yet, but he had a sense
how dramatically the Internet
would transform business and
society. In The Third Wave, he
uses his insights garnered from
nearly four decades of working**

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**as an innovator, investor, and
businessman to argue the
importance of entrepreneurship
and to chart a path for future
innovators. We are entering, as
Case explains, the “Third Wave”
of the Internet. The first wave**

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**saw AOL and other companies
lay the foundation for
consumers to connect to the
Internet. The second wave saw
companies like Google and
Facebook build on top of the
Internet to create search and**

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**social networking capabilities,
while apps like Snapchat and
Instagram leveraged the
smartphone revolution. Now,
Case argues, we're entering the
Third Wave: a period in which
entrepreneurs will vastly**

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**transform major “real world”
sectors such as health,
education, transportation,
energy, and food—and in the
process change the way we live
our daily lives. Part memoir, part
manifesto, and part playbook for**

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**the future, The Third Wave
explains the ways in which
newly emerging technology
companies will have to rethink
their relationships with
customers, with competitors,
and with governments; and**

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**offers advice for how
entrepreneurs can make winning
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strategies—and how all of us
can make sense of this ever-
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World Succeed**

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**How to Develop your
Entrepreneurial Mindset and
Start a Business that Works
Entrepreneurship, Small
Business and Public Policy**

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introduction to

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Entrepreneurship & Small Business, Paul Burns takes a life-cycle view of a business, arming students with a comprehensive understanding of the many stages and forms of entrepreneurship. The book

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unpicks exactly what makes an entrepreneur, what motivates them, how they manage and lead, and how their characteristics help shape the businesses they run. What's new for this edition? - Updated

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international case studies from
entrepreneurs and small
businesses, ranging from Oman
to Australia (see list below for
more details) - First-hand,
detailed stories from real-life
entrepreneurs in brand new

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case studies - Exploration of the
growing importance of social
and civic enterprise and hot
topics such as effectuation and
lean entrepreneurship - Rich
multimedia content in the form

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of additional teaching and learning resources on the companion website This market-leading book offers a truly global selection of case studies:

- 97 cases from across Europe -
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from Far Asia - 7 cases from the
Middle East - 6 cases from
Southern Asia - 6 cases from
Australia

Real life insights on what it
takes to make it in a
relationship with an

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entrepreneur Entrepreneurs are always on the go, looking for the next "startup" challenge. And while they lead very intensely rewarding lives, time is always short and relationships are often long-

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distant and stressed because of extended periods apart. Coping with these, and other obstacles, are critical if an entrepreneur and their partner intend on staying together—and staying happy. In Startup Life, Brad

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Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his own personal experiences with his wife Amy, offering a series of rich insights into successfully leading a balanced life as a

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human being who wants to play as hard as he works and who wants to be as fulfilled in life and in work. With this book, Feld distills his twenty years of experience in this field to addresses how the village of

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startup people can put aside
their workaholic ways and lead
rewarding lives in all respects.
Includes real-life examples of
entrepreneurial couples who
have had successful
relationships and what works

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for them Provides practical
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advice for adapting to change
and overcoming the inevitable
ups and downs associated with
the entrepreneurial lifestyle
Written by Brad Feld, a thought-
leader in this field who has

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been an early-stage investor
and successful entrepreneur for
more than twenty years While
there's no "secret formula" to
relationship success in the
world of the entrepreneur,
there are ways to making

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navigation of this territory easier. Startup Life is a well-rounded guide that has the insights and advice you need to succeed in both your personal and business life.

A compelling account of how

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incorporating play into work
can help us overcome the
uncertainty and turbulence that
surrounds work How can we
learn to deal with uncertainty
at work? The answer, as
Dodgson and Gann eloquently

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portray in this pathfinding
book, is to learn from the
adaptive behaviors of
entrepreneurs. Play, the
authors show, is a crucial
component of this. It
encourages exploration,

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experimentation, and curiosity
while it also challenges
established practices and
orthodoxies. It facilitates
change in people and
organizations. Drawing on in-
depth interviews with

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entrepreneurs and innovators,
this book explains why we
should incorporate play into
work, what play looks like, and
how to encourage playfulness in
individuals and organizations.
Dodgson and Gann identify four

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key behaviors that endorse,
encourage, and guide play:
grace, craft, fortitude, and
ambition, and provide a
blueprint for an alternative way
of working that fosters
resilience and encourages

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innovation and growth in
difficult times.

An essential guide to building
supportive
entrepreneurial communities
"Startup communities" are
popping up everywhere, from

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citieslike Boulder to Boston and
even in countries such as
Iceland. Thesetypes of
entrepreneurial ecosystems are
driving innovation andsmall
business energy. Startup
Communities documents

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thebuzz, strategy, long-term perspective, and dynamics of buildingcommunities of entrepreneurs who can feed off of each other's talent, creativity, and support. Based on more than twenty years of Boulder-

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based entrepreneur turned-
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venture capitalist Brad Feld's
experience in the field? as well
as contributions from other
innovative
startup communities? this
reliable resource skillfully

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explores what it takes to create
an entrepreneurial community
in any city, at anytime. Along
the way, it offers valuable
insights into increasing the
breadth and depth of the
entrepreneurial ecosystem

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bymultiplying connections
among entrepreneurs and
mentors, improvingaccess to
entrepreneurial education, and
much more. Details the four
critical principles needed to
form asustainable startup

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community Perfect for
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successful entrepreneur for
more than twenty years

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communities work, but it also
shows you how to make them

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World

24 Assets

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Remaking the Middle East

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*Revolution We are living in
revolutionary times; times with an impact
as significant and far-reaching as the
previous Industrial Revolution was to the
Agricultural Age. Technological shifts*

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have allowed micro-businesses to compete with large corporations. Small business can now have a global footprint, can be structured in low tax environments, move products anywhere in the world, and access unprecedented levels of support. Entrepreneur

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Revolution mindset, quit working so
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difference. As a social entrepreneur, you can build a business that changes the world. But you will face some unique challenges. This book will prepare you for them. Packed with advice, inspiration and real-life stories, it will help you: Define what you want to do

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*and why you want to do it Find the right
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*kind of funding Build a brand that
makes you unique Find a team as
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Robert Ashton is a leading small business troubleshooter, entertaining small business speaker and the bestselling author of many business books including How to Start a Business for Entrepreneurs, Instant Entrepreneur and The Entrepreneur's Book of Checklists.

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business, build a winning team and leave the competition behind. Drawing upon their experience founding more than 30 companies, the authors share their entrepreneurial wisdom and reveal the real-world techniques that lead to success. With a pragmatic and personal

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*Develop an effective business plan to
maximise your probability of success
Understand funding markets and raise
capital necessary to start or grow your
business Grow your business by beating
the competition and dominating your
market Providing invaluable insight into*

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real-world entrepreneurial methods that work, this book arms current and future business leaders with the skills, knowledge and motivation to create the organization of their dreams.

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resolutely practical and data-driven project universe. This book is a comprehensive and analytical source on entrepreneurship and Big Data that prospective entrepreneurs must know before embarking upon an entrepreneurial journey in this present

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age of digital transformation. This book provides an overview of the various aspects of entrepreneurship, function, and contemporary forms. It covers a real-world understanding of how the entrepreneurial world works and the required new analytics thinking and

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starting an entrepreneurial journey and
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Greg Lockwood and supported by
specially commissioned research
from OC&C Strategy Consultants,
Koch has now found one elemental
principle that unites extraordinarily
valuable companies: simplifying.

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Some firms simplify on price - consider budget flights stripped of all extras that still take you from A to B - creating new, huge mass markets for their wares. Others, such as Apple, simplify their proposition, bringing a beautifully easy-to-use

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product or service to a large premium market. How can your business become a simplifier? With case studies of some of the most famous firms of the last hundred years, from finance to fast food, this enlightening book shows how to

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analyse any company's potential to
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ENTREPRENEURS - DON'T GET
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embarking on a new age. The age of
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business owner, the flexible innovator. The days of the industrial age are over. It's time to break free from the industrial revolution mindset, quit working so hard, follow your dream and make a fortune along the way. The slow dinosaurs

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of the industrial age are being outpaced by fast-moving start-ups, ambitious small businesses and technological innovators.

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is reaping the rewards * How to
shift your mind-set and think like an
entrepreneur* Ways to adapt your
lifestyle to be a more successful
entrepreneur

Entrepreneurship is the process of
starting a business or other

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organization. The entrepreneur develops a business model, acquires the human and other required resources, and is fully responsible for its success or failure.

Entrepreneurship operates within an entrepreneurship ecosystem.

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You are not a Visionary... yet. The
Lean Entrepreneur shows you how

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to become one. Most of us believe entrepreneurial visionaries are born, not made. Our media glorify business outliers like Bezos, Branson, Gates, and Jobs as heroes with X-ray vision who can look to the future, see clearly what will be,

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imagine a fully formed product or experience and then, simply make the vision real. Many in our entrepreneur community still believe that to be visionary, we must merely execute on a seemingly good idea and ignore all doubt. With this

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mindset, companies build doomed products in a vacuum; enterprises make ill-fated innovation investment decisions; and employees and shareholders come along for an uncomfortable ride. Falling prey to the Myth of the Visionary confuses

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tips, tricks and hacks from
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Rapidly create cross-functional

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focus on the power of loyal
customers and valuable products
you can build to serve them.
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Despite the world's elation at the Arab Spring, shockingly little has changed politically in the Middle East; even frontliners Egypt and Tunisia continue to suffer repression, fixed elections, and bombings, while Syria descends into civil war. But in the midst of it all, a quieter

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revolution has begun to emerge, one that might ultimately do more to change the face of the region: entrepreneurship. As a seasoned angel investor in emerging markets, Christopher M. Schroeder was curious but skeptical about the future of investing in the Arab world. Travelling to

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Dubai, Cairo, Amman, Beirut, Istanbul, and even Damascus, he saw thousands of talented, successful, and intrepid entrepreneurs, all willing to face cultural, legal, and societal impediments inherent to their worlds. Equally important, he saw major private equity firms, venture

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capitalists, and tech companies like Google, Intel, Cisco, Yahoo, LinkedIn, and PayPal making significant bets, despite the uncertainty in the region. With Startup Rising, he marries his own observations with the predictions of these tech giants to offer a surprising and

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timely look at the second stealth
revolution in the Middle East-one that
promises to reinvent it as a center of
innovation and progress.

Are profits and sustainability
compatible? This book brings unique
perspectives to this key debate by

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exploring the history of green entrepreneurship since the nineteenth century, and its spread globally in industries including renewable energy, organic food, natural beauty, ecotourism, recycling, architecture, and finance. The book uses the lens of the

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extraordinary and often eccentric men and women who defied convention and imagined that business could help save the planet, rather than consume it. The social and religious beliefs that drove many of these individuals are explored as the book looks at how they overcame

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huge obstacles to execute their strategies. The green entrepreneurs seen here are shown to have created new markets and industries, and driven innovations in sustainable practices, even at times when most consumers and governments marginalized the entire subject. The

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struggles of early pioneers appear to have been rewarded by the growth of environmental awareness among consumers, business leaders, and others in recent years, but the Earth's environmental health continues to deteriorate. If profits and sustainability

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have proved challenging to reconcile, the book argues that one reason was how they were both defined.

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Mindset And Start A Business That
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The Digital Revolution
Building an Entrepreneurial Ecosystem

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Entrepreneurship and Big Data

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from investors, partners and the media. Sadly, most companies don't perform this way. Most entrepreneurs aren't building anything of value. They work hard, make sacrifices, struggle, dream, plan and strive, but in the end, it doesn't pay off. This book sets out a method for building a business that

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The Generation Z Entrepreneur

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Every industry revolves around Key
People of Influence. People think it
takes decades of hard work, academic

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Are you raising entrepreneurial kids?

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Every parent wants their kid to have a happy and successful future. The problem is they aren't sure how to prepare them for this rapidly evolving world. Life used to be easy. Go to school, pass your exams, get a good job and the rest flows from there. Today it's not so simple. The concept

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of work is changing. Chances are, your kid won't get a job, they will create one. Now more than ever, entrepreneurial skills are fundamental to their prosperity and wellbeing. Schools don't teach these skills; will you? This book introduces the four pillars of raising entrepreneurial kids:

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mindset, skills, experiences and coaching, to ensure they thrive whatever their future holds. It will equip you to:

- Instil a mindset of positivity and resourcefulness
- Explore opportunities to learn invaluable skills
- Discover eye-opening experiences among the

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everyday - Develop new ways of thinking and overcoming obstacles - Learn from inspiring people and be the best role model possible How to Raise Entrepreneurial Kids is packed with thought-provoking, actionable ideas to have fun exploring the concepts with your family.

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handbook for taking part in the

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in revolutionary times; times with an
impact as significant and far-reaching
as the previous Industrial Revolution
was to the Agricultural Age.

Technological shifts have allowed

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state's crucial role in sparking
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the dangers of ignoring this truth Conventional wisdom holds that innovation is the preserve of the private sector, best left in the hands of that modern day folk hero—the lone entrepreneur. In this popular tale, the role of the

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***public sector is simply to get
out of the way, at best fixing
market failures, in order to
facilitate our daring hero's
bold, risk-taking endeavours.
But what if this powerful,
contemporary myth is wrong?
In this sharp and***

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**controversial expose, Mariana
Mazzucato comprehensively
debunks the myth of a
lumbering, bureaucratic state
weighing down a dynamic
private sector, to reveal how
public investments have been
behind many of the greatest**

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***innovations of our time. From
the technologies that make
the iPhone 'smart', to biotech,
pharmaceuticals and today's
emerging green technologies,
it is the state that has been
the investor of first resort,
our boldest and most valuable***

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innovator. Meanwhile, the private sector only finds the courage to invest after the entrepreneurial state has made the truly pioneering, high-risk investments. This false narrative has real world consequences - a select few

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***get credit for what is an
intensely collective effort,
privatising rewards reaped
from socialized risks.***

***Mazzucato makes a powerful
case that a failure to
understand the state's
entrepreneurial role is***

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***leading us down the wrong
path-towards a future of
stagnant growth and
increased inequality. As we
face the new challenges of
the twenty-first century,
Mazzucato argues that we
need to reinvent the***

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***entrepreneurial state, to co-
create the opportunities of
the future -- and the kinds of
public-private deals that will
allow smart, innovation-led
growth to also be more
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This book is a timely update***

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India.

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aimed at encouraging,
supporting and developing
small businesses are
important for understanding
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business management. This**

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***textbook is the first to
provide teachers and
students with a resource that
gives an overview of how
institutional and policy
structures interact with small
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and succession/failures.***

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main policy instruments for
entrepreneurial market entry
and start-up support, for on-
going small business advice
and financial support, and***

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complemented by detailed
assessments of current
policies around the world,
including USA, advanced and
emerging economies and
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has begun to falter despite
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eye-opening chapters and 14
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on the side-lines, and to
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steering it have an enormous global
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business world and change the way
we communicate with each other.

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entrepreneurship that can support to
create impact ventures. ” Felix Staeritz,
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