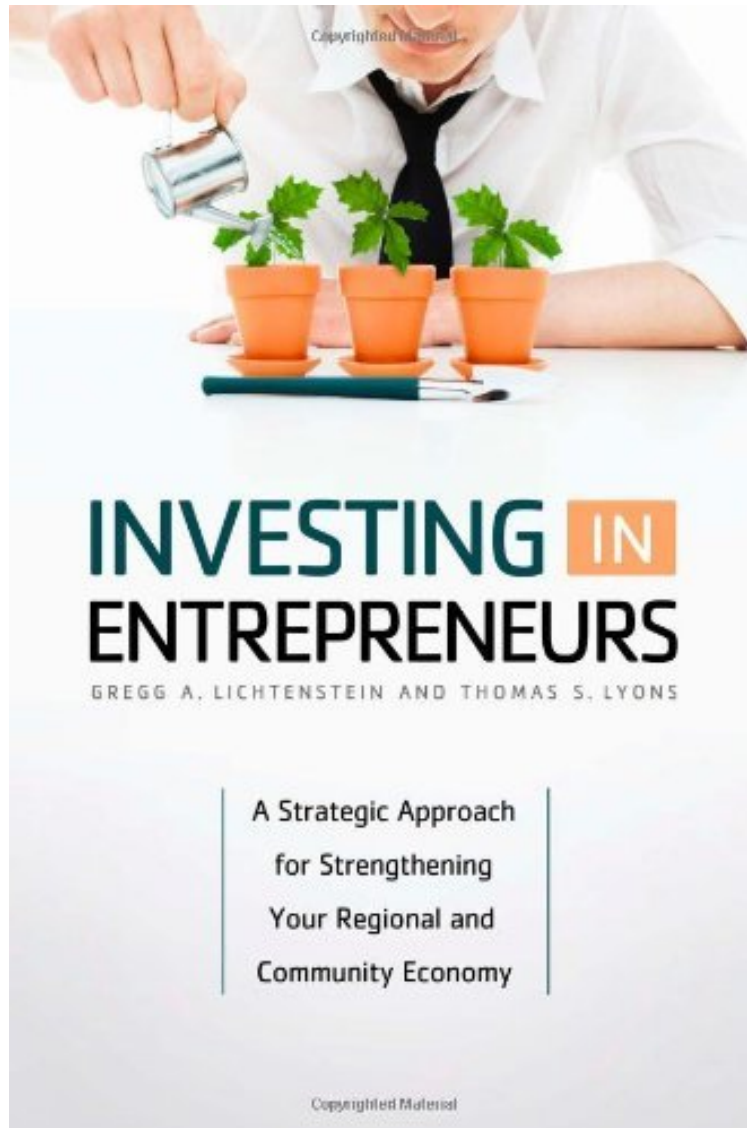


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Investing in Entrepreneurs: A Strategic Approach for Strengthening Your Regional and Community Economy

Gregg A. Lichtenstein, Thomas S. Lyons
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Gregg A. Lichtenstein, Thomas S. Lyons : Investing in Entrepreneurs: A Strategic Approach for Strengthening Your Regional and Community Economy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Investing in Entrepreneurs: A Strategic Approach for Strengthening Your Regional and Community Economy:

1 of 1 people found the following review helpful. Support your local entrepreneurs and transform your local

economy!By Shawn Winkler-RiosInvesting in Entrepreneurs: A Strategic Approach for Strengthening Your Regional and Community Economy is a must read for anyone involved in economic development and supporting entrepreneurs. The book makes a compelling case that entrepreneurs are made, not born. More specifically, that success in entrepreneurship is based on a set of skills and we can transform our communities by systematically supporting the development of our entrepreneurs. Be warned, this well-crafted approach can give the reader the false impression they are reading an elegant academic theory that has never been tested in the real world. This is not the case! The authors have been practicing their approach for years and measuring the results. They know from experience how to systematically develop entrepreneurs.I have been working in the microenterprise industry for 10 years. I find most people involved in economic development write off these very small businesses as having little or no significance to local economies. Economic development veterans and economic professors are quick to tell me that microbusinesses compete within a local economy and create no wealth. They go on to add that industrial recruitment is the answer to creating wealth and jobs in communities. These people see all entrepreneurs as they are today (small or large), and bet the public's money accordingly. These well worn arguments, unquestioned a few years ago, are showing their age and no longer fit our current reality. Peter Drucker recognized we were in the age of the entrepreneur back in the 80's and that the days of the corporate manager have waned. It's time that economic development practitioners catch up with that reality and looked at entrepreneurship differently. Fresh thinking is needed and Investing in Entrepreneurs is just the kind of approach we should consider. I highly recommend it!0 of 0 people found the following review helpful. ExceptionalBy CustomerThis book is absolutely essential reading for anybody working with or orchestrating a community of entrepreneurs. The authors' concepts are based on a extensive, hands-on experience with communities of innovators. The insights are new, refreshing and, at least to my knowledge, completely unparalleled in the literature about entrepreneurship. Recommended reading, likely to become a classic in the field.0 of 0 people found the following review helpful. An approach that makes sense- finally!By CustomerAfter 20 years of working in the economic development and business assistance world finally an approach that makes practical sense and explains why traditional approaches dont work.

A compelling argument for placing entrepreneurship at the heart of economic development provides a guidebook for how this can be done efficiently, effectively, and equitably.bull; A unique tool for mapping and managing entrepreneurial activity in a community or region to permit the identification of the strengths and weaknesses of its economic portfolio; 50 examples from the field showing the development of entrepreneurial skills, the movement of businesses through lifecycles, and interventions to increase and improve entrepreneurial activity; Illustrations that explain the concepts graphically; Appendices with templates, plans, and more; A comprehensive bibliography of important reference sources in the enterprise development field

"Based on extensive research and action in the field, Lichtenstein and Lyons have developed an approach to development via entrepreneurship that is hugely thought-provoking. Given the desperate waste that has followed manifold attempts to nurture entrepreneurship in past decades, their methodology heralds a refreshingly more successful route. This approach lends itself to using pilot projects that can be tailored to the unique needs of specific regions." --Ian C. MacMillan, Dhirubhai Ambani Professor of Innovation and Entrepreneurship, The Wharton School, University of Pennsylvania"This is a thought-provoking treatment of entrepreneurship that seeks no less than to transform the practice of economic development. The authors provide valid criticism of current local economic developers' understanding of the role of entrepreneurs. Their 'Pipeline of Entrepreneurs' concept can help both economic developers and entrepreneurs develop successful strategies for realizing the true potential of entrepreneurship so critically needed in today's local economy." --Nancey Green Leigh, Georgia Institute of Technology Professor and co-author of Planning Local Economic Development"Investing in Entrepreneurs is instructional, insightful and highly rational, taking a common-sense approach to what has been an oxymoronic topic-- the training of entrepreneurs. Lichtenstein and Lyons' concept of assessing skill levels in entrepreneurs, and then 'pitching' the appropriate battery of services to them is elementary, yet groundbreaking. My new goal in life is to make the Major League before I retire!" --Jeffrey A. Miller, Entrepreneur, CEO of Partyspace.com and JAM Catering"Lichtenstein and Lyons use their substantial experiences in working directly with entrepreneurs to re-conceptualize the process of local economic development. Using a case studies approach complemented with their entrepreneurial league system, the authors explain failures and successes of efforts to encourage business growth. This book will help economic development decision-makers better allocate their energy and financial resources." --Scott Loveridge, Ph.D., Professor of Regional Development, Dept. Agricultural, Food and Resource Economics, Michigan State University "Based on extensive research and action in the field, Lichtenstein and Lyons have developed an approach to development via entrepreneurship that is hugely thought-provoking. Given the desperate waste that has followed manifold attempts to nurture entrepreneurship in past decades, their methodology heralds a refreshingly more successful route. This approach lends itself to using pilot projects that can be tailored to the unique needs of specific regions." (Ian C. MacMillan, Dhirubhai Ambani Professor of Innovation and Entrepreneurship, The Wharton School,

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