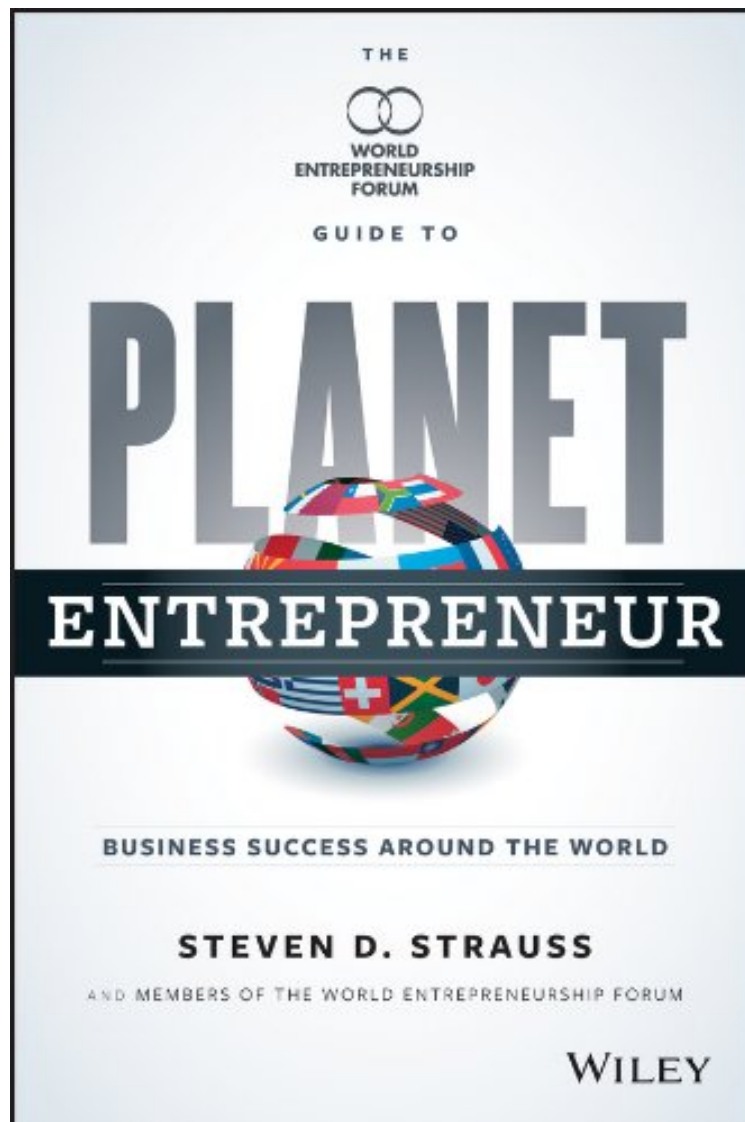


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Planet Entrepreneur: The World Entrepreneurship Forum's Guide to Business Success Around the World

Steven D. Strauss

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How to develop an entrepreneurial mindset, begin a successful venture, and change the world for the better We are living in a world of incredible challenge and changes, and for both the entrepreneur and potential entrepreneur alike, this also means it is a world of ample opportunities. From the fall of the Berlin Wall to the rise of e-commerce and social media, there are now, today, more markets, tools, and opportunities for entrepreneurs than ever before. Even better: we are now also living in a world more predisposed to entrepreneurial solutions than ever, and we need those solutions; not just to create the Next Big Thing, but to solve the Next Big Problem. Every issue that individuals, communities, and nations face offers the entrepreneur the chance to make a difference. For anyone ready to embark on a mission to solve problems, create communities, build businesses, tap technology, and think entrepreneurially, this new world is teeming with opportunities for success. Uses real-life examples to explain the full extent of today's global entrepreneurial revolution and its vital importance for our future Explains where the emerging markets are and how to tap into them to achieve success Offers insights on the global entrepreneurial revolution, the future of financing, the rise of the self-employed army, the transformation of innovation, and the view from the "bottom of the pyramid" Learn how the world's best entrepreneurs are starting profitable businesses, innovating, or creating organizations to alleviate social needs across the globe. Planet Entrepreneur teaches how anyone can develop an entrepreneurial mindset, begin a successful venture, and change the world for the better. This is the Era of the Entrepreneur.

"The World Entrepreneurship Forum Guide to Planet Entrepreneur: Business Success Around the World pairs real-world examples of global business changes with insights into how these changes hold wide-ranging and sweeping impacts for everyone's future, and is recommended by any interested in the future of global commerce. From new routes to financing such as crowdfunding and the new self-employed revolution happening now to how innovation is being re-invented and how big business is in a new position of power in fostering 'green' practices, this collection covers a range of entrepreneurial changes taking place around the world. The result is a powerful predictor of what is to come as well as an exploration of what is happening in global business communities today, and deserves a place in any serious business book collection." (MidWest Books 2016) From the Inside Flap The world is currently experiencing tumultuous change and there is an urgent need to find solutions to new and old challenges alike. Whether it is climate change, pollution, poverty, economic stagnation, or underemployment; we need innovative, workable solutions more than ever. Fortunately, to the entrepreneur, problems are opportunities. Today, a global revolution of entrepreneurs and entrepreneurship is fundamentally changing the planet for the better. The problem-solving nature of entrepreneurship lends itself not just to business but also to a vast array of social problems. With the right attitude and skill-set, an entrepreneur innovates, creates something out of nothing, and changes the status quo for the better. With the advent of new markets online and off, affordable, empowering technology, and new attitudes, entrepreneurs have become today's global rock stars. Planet Entrepreneur explores the full extent of this fascinating and multi-faceted global entrepreneurial revolution. Through real-world examples, stories, and strategies, this book explains just how important, vital, and vast this revolution is, what the emerging markets are, where the opportunities today lie, and how to tap into the entrepreneurial mindset to achieve success. Written by members of the World Entrepreneurship Forum, the first think tank fully dedicated to entrepreneurship, each chapter focuses on different aspects of the challenges and opportunities currently being encountered (and solved!) by entrepreneurs, including: The cutting-edge ideas and real-world skills that today's best entrepreneurs use most often Using technology to solve real-world problems Social entrepreneurship and the end of charity Empowering women and minority entrepreneurs The global rise of the self-employed entrepreneur Opportunities for improving housing, food, sanitation, and more among the world's most needy people Making the marriage of business and the environment work for all Social media as a launching pad for your ideas And much more Planet Entrepreneur details where the global entrepreneurial revolution

is headed and explains how anyone can become more entrepreneurial. Whether the issue requires starting a successful business and making a profit, innovating, or creating an organization to meet a pressing social need, Planet Entrepreneur explains how the world's best entrepreneurs are doing so, and how you can too. Today's problems are too urgent and the implications for our future too dire. In response, millions of entrepreneurs around the world are inventing a new paradigm to accelerate change across the world. We are now all living on Planet Entrepreneur. From the Back Cover We are living in a world of incredible challenge and changes, and for both the entrepreneur and potential entrepreneur alike, this also means it is a world of ample opportunities. From the fall of the Berlin Wall to the rise of e-commerce and social media, there are now, today, more markets, tools, and opportunities for entrepreneurs than ever before. Even better: we are now also living in a world more predisposed to entrepreneurial solutions than ever, and we need those solutions — not just to create the Next Big Thing, but to solve the Next Big Problem. Every issue that individuals, communities, and nations face offers the entrepreneur the chance to make a difference. For anyone ready to embark on a mission to solve problems, create communities, build businesses, tap technology, and think entrepreneurially, this new world is teeming with opportunities for success. Through real-life examples, Planet Entrepreneur explains the full extent of today's global entrepreneurial revolution and its vital importance for our future. Discover what the emerging markets are, and learn how to tap into them to achieve success. Written by members of the World Entrepreneurship Forum, Planet Entrepreneur offers insights on: The global entrepreneurial revolution The future of financing The rise of the self-employed army The transformation of innovation The view from the "bottom of the pyramid" And more Learn how the world's best entrepreneurs are starting profitable businesses, innovating, or creating organizations to alleviate social needs across the globe. Planet Entrepreneur teaches how anyone can develop an entrepreneurial mindset, begin a successful venture, and change the world for the better. This is the Era of the Entrepreneur.