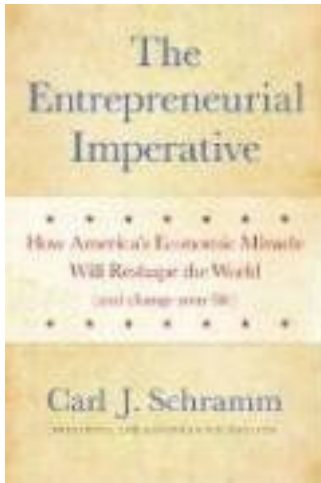


The Entrepreneurial Imperative



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In 2004, Carl Schramm, president of the Kauffman Foundation, the world's leading foundation for entrepreneurship, published a groundbreaking essay with a radical premise: that Americans literally have no conception of the secret that truly underlies our economic success, and that for the United States to survive and continue to lead the world's economy, it is imperative we learn to understand and employ that secret. The secret that has led the American economy to become the world's strongest? Our unparalleled skill as entrepreneurs. As Schramm compellingly shows in this sweeping manifesto, entrepreneurship alone—not anything else—can give America the necessary leverage to remain an economic superpower. Not technology, since everyone now has the same technology, or access to it. Not education—we are years behind other nations in this area. Not basic manufacturing, long since moved overseas from the United States. And not capital markets, now truly global entities. Drawing on detailed research conducted by the Kauffman Foundation and on his decades of experience as an entrepreneur himself and as a leader and mentor to other entrepreneurs, Schramm persuasively demonstrates in detail what this entrepreneurial

imperative means for the way we run universities and foundations, lead companies, make personal job decisions, and even conduct our foreign affairs. The Entrepreneurial Imperative will change not only the way our government, corporations, and nonprofits operate, but also our day-to-day lives as working Americans.

作者介绍:

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评论

The more insecure we are economically, the more secure we are.

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