



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.



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