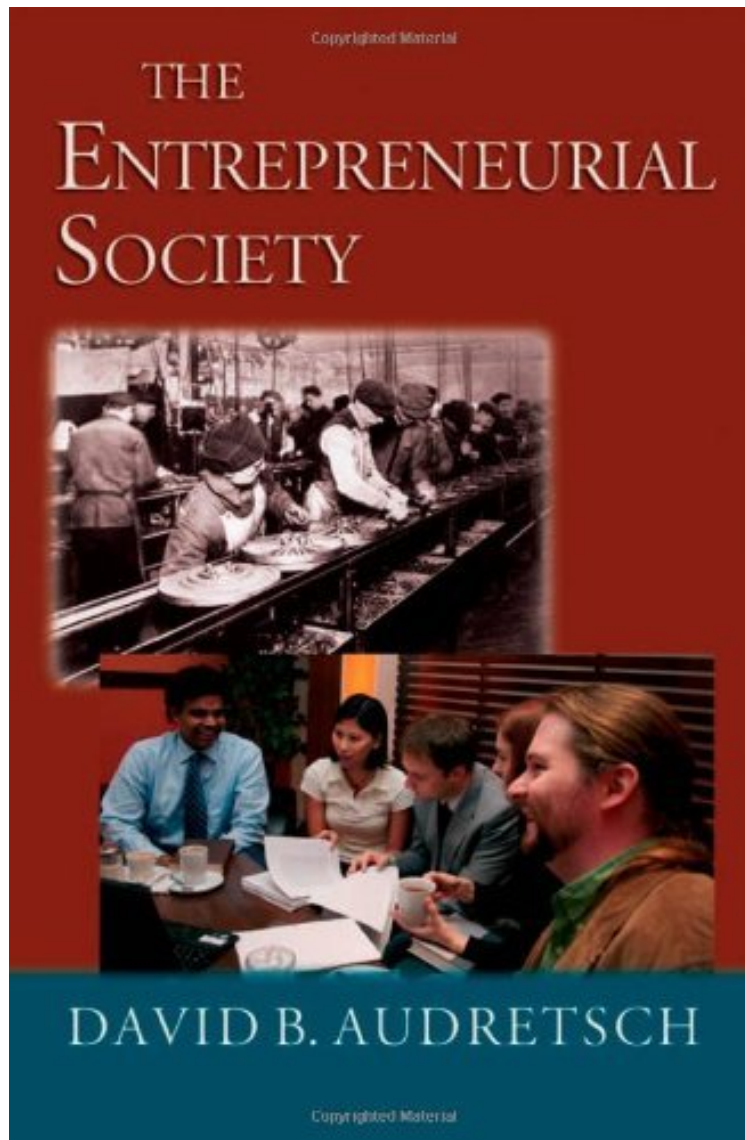


# The Entrepreneurial Society

*David B. Audretsch*

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**David B. Audretsch : The Entrepreneurial Society** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Entrepreneurial Society:

3 of 3 people found the following review helpful. Robert Schneider's Review of Audretsch's The Entrepreneurial Society By Arthur M. Diamond, Jr. [[VIDEOID:29559691]] Robert Schneider's review was made as part of a critical review assignment for the Fall 2008 Economics of Entrepreneurship seminar at the University of Nebraska at Omaha, taught by Art Diamond. (The course syllabus stated that part of the critical review assignment consisted of the making of a video recording of the review, and the posting of the review to .) 5 of 5 people found the following review helpful.

The E generation. By Mark Kapenga As a biology student, I was rather skeptical why Audretsch's "The Entrepreneurial Society" would be relevant to a "contemporary studies" class. First off, let me say this book is fun. Really fun for a non-natural science book. Audretsch provides a great way of helping me understand my position in society while teasing what and how society was for my parents and grandparents. Unfortunately, Audretsch will never be on Oprah, but his topics relentlessly are on Oprah; why my generation has a hard time understanding our parents, why health care can affect my job or lack of one, or why university's and tuition may determine my career choices before I even graduate. I feel the best therapeutic translator I have for my family is this book. The book serves as a sensible Dr. Phil for white collar and middle class families looking to understand what lays ahead for them. The book really highlights how and why we are changing under a backdrop of global change and why this ain't my mom's world anymore. Audretsch plunges into why the economy must explicitly change and why this creates tension between traditions and continents. One chapter in particular was very relevant to my current situation. In his "Not Your Father's University" he offers prophetic insights. A must read for any natural scientist hoping to be successful. I don't really know if he has a natural science background, but he speaks the word of God in this chapter on why and how universities must adapt with knowledge creation, especially for me to get a better job, than under the old system of distant and isolated Ivory Towers of science. I hate it when people say the book is a must read, but it is. It helps explain what and how we must change and not necessarily be too routed in the tradition of our father's mold. Rather it is up to us, not the X or Y generation, but the Entrepreneurial generation, to innovate and make the most of a world where the future's only tradition will be to break with past tradition. 2 of 2 people found the following review helpful. Great book for college grads

By Hao Nham I received this book as a gift from my CEO and completed the reading in a couple of days and found it to be outstanding. David Audretsch gave an excellent and coherent framework for the fundamental transformation of key economic models and its relationship with key cultural, social, educational and political aspects. Having spent many years with a large and dominant company in the old managed economy and also Silicon Valley ones, I can especially internalize with his insights for that portion of the model. I feel that this is a must read especially for colleges grads who are stepping into long journeys of global opportunities.

Previous generations enjoyed the security of lifelong employment with a sole employer. Public policy and social institutions reinforced that security by producing a labor force content with mechanized repetition in manufacturing plants, and creating loyalty to one employer for life. This is no longer the case. Globalization and new technologies have triggered a shift away from capital and towards knowledge. In today's global economy, where jobs and factories can be moved quickly to low-cost locations, the competitive advantage has shifted to ideas, insights, and innovation. But it is not enough just to have new ideas. It takes entrepreneurs to actualize them by championing them to society. Entrepreneurship has emerged as the proactive response to globalization. In this book, award-winning economist David B. Audretsch identifies the positive, proactive response to globalization--the entrepreneurial society, where change is the cutting edge and routine work is inevitably outsourced. Under the managed economy of the cold war era, government policies around the world supported big business, while small business was deemed irrelevant and largely ignored. The author documents the fundamental policy revolution underway, shifting the focus to technology and knowledge-based entrepreneurship, where start-ups and small business have emerged as the driving force of innovation, jobs, competitiveness and growth. The role of the university has accordingly shifted from tangential to a highly valued seedbed for coveted new ideas with the potential to create not just breathtaking new ventures but also entire new industries. By understanding the shift from the managed economy and the emergence of the entrepreneurial society, individuals, businesses, and communities can learn how to proactively harness the opportunities afforded by globalization in this new entrepreneurial society.

"The Entrepreneurial Society is a guided tour of economic opportunity by a man who knows equally well the languages of businesses and universities, Europe and the United States, history and politics, Bob Dylan and the literature of technical economics. David Audretsch has something interesting to say about all of it."--David Warsh, author, Knowledge and the Wealth Of Nations: A Story of Economic Discovery and editor, economicprincipals.com

"Dave Audretsch understands entrepreneurship. In The Entrepreneurial Society he rationalizes the history, causes and significance of entrepreneurship as the current driving force behind America's successful return to global financial leadership. He also outlines the threats we face from abroad, again, if we fail to recognize the world is reshaping itself to compete on our knowledge turf. Once only a punchline to describe the maverick behavior of Silicon Valley, Audretsch has brought entrepreneurship permanently into the shared spotlight of academic research, public policy and, most importantly, global corporate strategy. His book is a first."--Jack Harding, President and CEO, eSilicon Corporation

"With insight and clarity, Audretsch describes the sweeping transformation of the American economy over the past two decades. Adroitly weaving together social, economic, and cultural changes, he chronicles the demise of the bureaucratic 'managed' economy. The dawn of the entrepreneurial society' in its place carries far-reaching consequences, and Audretsch's book serves as an important guide to exploring them."--Carl J. Schramm, President and CEO, The Kauffman Foundation

"With one foot in Germany and the other in the U.S., Audretsch is in a

unique position to show what does and does not make an economy tick. Appearing in an era when India, Brazil, China and Russia loom, this book is mandatory reading for scholars of U.S. competitiveness and Eurosclerosis both. Listen to Audretsch."--Amity Shlaes, Syndicated Columnist, Bloomberg

"In *The Entrepreneurial Society*, Audretsch makes a valuable contribution to understanding contemporary America by charting the rise of entrepreneurship as the critical force in driving American economic preeminence. He contributes to our economic future by outlining what American policy makers and average citizens must do to continue to stoke this force." --Randall Kempner, Vice President, Regional Innovation, Council on Competitiveness

"The Industrial Society of the 1950s and 60s is over. In its place is emerging a new Entrepreneurial Society and culture. How can business adapt? Which countries and regions will win and lose? What does it mean for you? David Audretsch provides the answers in this important book." --Richard Florida, author, *Rise of the Creative Class*

About the Author David B. Audretsch is Director of the Entrepreneurship, Growth and Public Policy Division at the Max Planck Institute of Economics and Ameritech Chair of Economic Development at Indiana University