Have you seen, read or heard about this book on Entrepreneurship?

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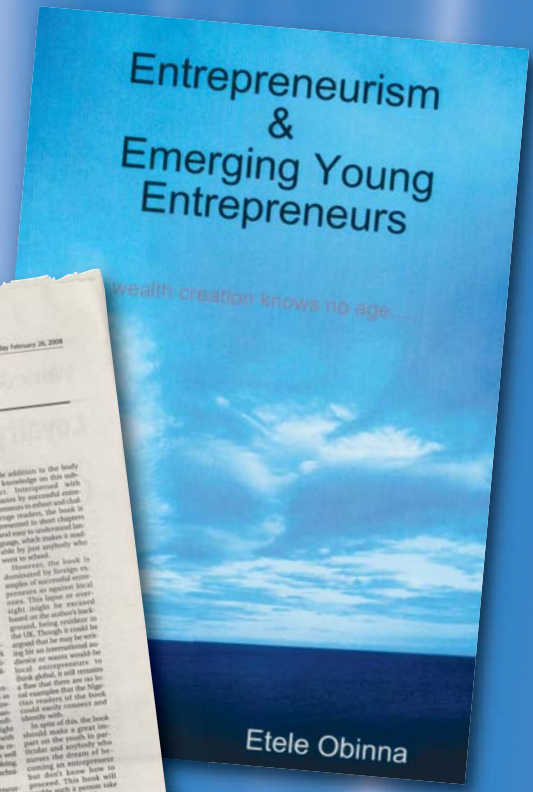

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Work & Learning

Book review

Wealth creation knows no age

BUSINESSDAY, Tuesday February 26, 2008

Title: Entrepreneurism & Emerging Young Entrepreneurs
Author: Obinna Etele
Pages: 93
Publishers: Withworth Books
Price: Not stated
Reviewer: CHIDI NDUKA AIA

Although human and natural resources are vital for economic development, experts argue that it is not enough for a nation to be endowed with abundant human and natural resources, rather, the rational harnessing of the resources makes the difference.

According to them, harnessing the resources calls for the building of a class of entrepreneurs. General-ly, building this class of people is the responsibility of institutions of higher learning.

Indeed, the importance of entrepreneurship in the advancement of the frontiers of human civilisation cannot be overemphasised. In his classical thesis, Joseph Schumpeter writes that no nation would break the barriers to development without a critical mass of entrepreneurs.

The Schumpeterian model has helped many nations break through the barriers to development by focusing on the appropriate incentives to support entrepreneurial activity.

Unfortunately, the production of entrepreneurs by Nigeria's tertiary institutions has been very limited, and even that one churned until very recently. As a result, there is dysfunction between labour market requirements and external employable skills by the nation's graduates. This development has resulted in the rising trend in the unemployment figures witnessed over the years.

As a way out, countless numbers of conferences and symposia have been held and white papers produced, calling on administrators of tertiary institutions to readjust their curricula in order to produce graduates who would be entrepreneurs and employment creators.

Equally, many texts have been written on the issue. Entrepreneurism and Emerging Young Entrepreneurs by Obinna Etele's one in a number of books that seeks to provide answers to the challenges faced by many young people, who perhaps have worked the streets for years without any hope of a stable job.

A 93 page book of insights and possibilities, its 15 chapters is divided into two parts.

In Part One, The Road to Entrepreneurism, the book explains who an entrepreneur is; states the right age to be an entrepreneur; and profiles successful entrepreneurs. It also gives snippets on how to create wealth as well as looks at what makes an entrepreneur.

In Part Two, Emerging Young Entrepreneurs, it takes a look at the challenges faced by young entrepreneurs, which includes challenges of confidence and decision-making. Other issues treated in the section include Young and Successful: The first steps; preparing to be an entrepreneur; realising your true potential; acquire knowledge before a career; building skills gradually.

Others are rules of business; risk management; the pursuit of profits; the language of business; challenge of funding; entrepreneurial passion; and overcoming obstacles by developing strategies.

In these chapters, the author does that there is no short cut to being a successful entrepreneur rather; success is all about hard work and taking risks and identifying opportunities and taking advantage of them.

Thus a successful entrepreneur, he describes as one who imbibes the entrepreneurial spirit which manifests in persistence, confidence, boldness, foresight and sacrifice, coupled with analytical and ICT skills required in work place as well as skills in problem solving, decision making and technical output.

Indeed, 'Entrepreneurism & Emerging Young Entrepreneurs' is an invaluable addition to the body of knowledge on this subject. Interspersed with quotes by successful entrepreneurs to exhort and challenge readers, the book is presented in short chapters and easy to understand language, which makes it readable by just anybody who went to school.

However, the book is dominated by foreign examples of successful entrepreneurs as against local ones. This lapse or oversight might be excused based on the author's background, being resident in the UK. Though it could be argued that he may be writing for an international audience or wants would-be local entrepreneurs to think global, it still remains a flaw that there are no local examples that the Nigerian readers of the book could easily connect and identify with.

In spite of this, the book should make a great impact on the youth in particular and anybody who nurses the dream of becoming an entrepreneur but don't know how to proceed. This book will enable such a person take that first step of faith.

Indeed, 'Entrepreneurism & Emerging Young Entrepreneurs is an invaluable addition to the body of knowledge on the subject of entrepreneurship...

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