**[The business of living](http://nceonline.zju.edu.cn/new/books/book4/cached_general/u7_in_class_reading.htm" \l "null)**

[1] According to a recent report, US entrepreneurship has ***reached a 14-year high***. The report states that instead of ***necessity-driven*** new businesses, more US entrepreneurs are ***launching ventures*** based on ***perceived opportunities,*** growth ambitions and ***a broad optimistic outlook*** — a group sometimes called opportunity entrepreneurs. Nearly 78 percent of entrepreneurs last year started ventures to pursue new opportunities. That is up from 71 percent of total entrepreneurship in 2010.

[2] There is an entrepreneur that exists deep down inside of each of us. Many people have thought about starting a business or have an idea for a new product, service or brand. People are extremely curious and they want to test the elements that ***drive their innate curiosity***. Entrepreneurship is no longer just a business term anymore — it's a way of life. You don't need to be an entrepreneur to be entrepreneurial. You just need to ***cultivate the entrepreneurial attitude***. This is exactly what people ***feel in their gut*** every day and why they desire the direction to enable their entrepreneurial spirit.

[3] John Cage famously said, "***Our highest business is our daily life.***" Entrepreneurship ***shapes*** every aspect of my thoughts, my attitudes, my relation***ships and my general approach to working and living***. My approach to entrepreneurship is different from what most people know. It is ***not bound to*** the world of business. Mine is a ***holistic entrepreneurship*** — one that applies to everyday life, ***on and off the job.*** It influences how I make decisions and ***relate to others.*** Its principles include not only ***corporate laws*** but also ***universal laws***, like trust and responsibility. Its effectiveness is not measured ***solely*** by ***revenue, profitability*** and / or social media ***followers,*** but also by influence, ***compassion and social impact.*** Its time is not ***bound by nine-to-five*** but by birth and death.

[4] ***Through a broader view,*** entrepreneurship is not merely ***a capitalistic expression*** with a foundation in start-ups***.*** It is also an ***existential*** expression ***with a foundation in pioneering life experience.*** When you learn to see daily difficulties, opportunities and responsibilities ***through the wider entrepreneurial lens***, you ***optimize your whole life,*** because grand enterprises and ***gratifying*** lives ***spring from*** the same source. In short, the principles that drive business ***innovation,*** successand ***sustainability*** are the same ones that ***propel*** an exciting, revolutionary life.

[5] The history of entrepreneurship ***speaks of*** its widespread power and significance, inside and outside of the marketplace. Our lifetime has seen the ***cultural imprint*** of entrepreneurs like Steve Jobs — and t***he compassionate reach*** of social pioneers like Run Run Shaw. Their ***legacies*** are different, but the root of their success is the same: They see what others don't; they do what others won't; and they keep ***pushing*** when ***prudence says quit.***

[6] While there is more to entrepreneurship, these three behaviors are ***deeply ingrained in*** every pioneer's approach. The p***rimary*** (and ***ultimately defining***) characteristic of an entrepreneur is a deep sense of responsibility to ***humanity.*** There are others who lack （注意是名词或者及物动词，不是形容词） it and there are those who ***breathe*** it and add it to life. Such life-takers and life-givers are ***positioned at opposite ends of the entrepreneurial spectrum***. You determine where your story ***falls***.

[7] This broader view does not imply everyone is an entrepreneur. It implies everyone can become one regardless of their background, occupation, or ***socioeconomic status***. This does not require ***plans of global impact*** either. Most of us would celebrate a day without stress or a week without regret. But don't we want more than survival?

[8] ***T***he seed of an entrepreneurial life is ***a sleepless desire*** to live with more power and purpose than you are now — and in doing so, make the world a better place. That phrase has become ***weightless*** to most and it's unfortunate because if we considered what it means to ***make an impact, one day, one activity at a time***, we might comprehend the immense power we possess.

[9] Listen to the voices of today's entrepreneur musicians, professors, actors, businessmen, mothers and fathers, sons and daughters. They ***implore*** you to ***join their cause or break new ground*** of your own. You are powerful, they say. You can make a difference. You can change your life and your world one day, one decision at a time. Ultimately, they are ***calling for the entrepreneurial spirit withi***n each of us. ***In response,*** some write a check or read a book. Others step out and ***revolutionize*** their life and the lives of those around them***.*** ***The latter*** are the ***flourishing*** ones.

[10] Applying an entrepreneurial approach to all-of-life is not ***automatic***, nor is it as simple as ***joining a good cause,*** though it can start there. It usually requires you to r***eshape rigid attitudes*** and reconsider old habits. These are ***painstaking*** ***tasks*** for sure, but this is definitely a more responsible way of living than ***settling for mediocrity.*** The business of living is not ***alien***. The tools of innovation and impact are ***within reach of us*** every day. The key is ***uncovering*** them, understanding them, and then learning to apply them regularly. Practiced enough, ***a life-wide entrepreneurial approach becomes second nature. That's when the momentous can happen.***