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| **Stop Worrying About What You Don’t Know and Just Focus on Opportunities**  **Entrepreneurs are ambitious problem solvers**. In fact, they’re becoming so effective at what they do, incumbent firms have no choice but to stand up and pay attention – lest an energetic, insurgent start-up take too big a piece of the pie.  A critical shift in mindset is at the heart of this success. Today’s entrepreneurs are de-emphasizing experience and expertise in favor of pursuing raw opportunity. Conditions are rapidly changing, and almost every facet of life is growing more complex. As a result, job experience and acquired expertise have become less important than the ability to recognize and invest effort in opportunities, **wherever they arise**. The most successful entrepreneurs set their direction based on prevailing opportunity rather than previous experience.  **The stuff of legend.**  Jeff Bezos took *Amazon.com* from his garage to a multi-billion dollar company. He believed “if you decide that you’re going to do only things you know are going to work, you’re going to leave a lot of opportunity on the table.” Bezos understood that past experience could be a limiting factor when it came to exploring the most relevant and valuable options for creating value.  Amazon began its rise as a **fledgling** online book retailer. Though Bezos lacked any direct experience in the retail-book market, he realized that low-cost providers relied on a volume of customers that traditional brick-and-mortar retailers could not duplicate. From books eventually everything else under the sun, Amazon’s online retail capabilities scaled **astonishingly** fast. By the time established retailers took notes, it was nearly impossible to implement a platform that could compete with Bezos’ company in any significant way. **Entrenched** in experience and expertise, old-school players missed an enormous opportunity.  **High stakes and even higher returns.**  Another great example of opportunity over experience comes from the **privatization** of the Turkish spirit, Raki. As the national drink, Raki was manufactured and sold by a state-run **monopoly**. The Turkish government in 2004 decided to privatize the industry. This represented a huge opportunity for anyone willing to enter the market, despite lack of experience: **Raki was – and is – an engrained part** of Turkish culture and social life.  A group of construction-industry entrepreneurs purchased the Raki producer that would become Mey. The original group invest heavily, putting up nearly USD300 million. Two years later, the group sold for a **staggering** USD810 million. The enormous return was the direct result of not being **constrained** by previous experience. Diageo has since pruchased the company for an even larger sum.  **Shaped by need.**  **Entrepreneurial activity** grows from an increasing desire to escape more traditional working environments. **It also springs from necessity**. Currently economic conditions have left many without historically typical employment options.  Amazon and Mey **embody** the move away from **inherent** founder expertise. Both provide encouragement for would-be entrepreneurs who want to break into entirely new markets. Allowing opportunities to guide action is the first step on the path toward an entrepreneurial mindset. The **magnitude** of company’s success will depend on how an entrepreneur develops her or his plan for creating value from that opportunity. | Doanh nhân là những người giải quyết vấn đề đầy tham vọng.  Bất cứ nơi nào chúng phát sinh.  **Fledgling:** to bring up a young thing.  **Astonishingly:** causing surprise, amazing.  **Entrenched:** to place in a position of strength / cố thủ.  **Stake:** cổ phần.  **Privatization:** to transfer from public or government control to *private enterprise*.  **Monopoly:** độc quyền.  **Raki was – and is – an engrained part:** đã và đang là một phần khắc sâu.  **Staggering:** shocking.  **Constrained:** hạn chế.  **Entrepreneurial activity:** hoạt động kinh doanh.  **It also springs from necessity:** nó cũng bắt nguồn từ sự cần thiết.  **Embody:** hiện thân của, biểu hiện của.  **Inherent:** existing in someone or something / đã có sẵn.  **Magnitude/**mag-ni-tood**:** size, great importance. |