

Introduction to Entrepreneurship

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Learning Diary:

We Need to Expand Our Definition of Entrepreneurship

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This article talks about how the meaning of being an entrepreneur has reduced to young people who want to create world-changing businesses that can quickly reach millions or more in market value.

But the current society demands entrepreneurs who are willing and able to cope with the risks and harness the opportunities. To thrive and harness the enormous potential of the Big Shift, we must create an entrepreneurial society.

In an entrepreneurial society, every part of the organization will consist of entrepreneurs who are relentlessly focused on identifying new opportunities to create even more value and are willing to assume the risks required to address those opportunities.

The more successful we are in generating entrepreneurs in our society, the more dynamic our world will likely become, and the faster it will change, creating a need for even more entrepreneurs.

Thus, in this process, we all will become entrepreneurs.
