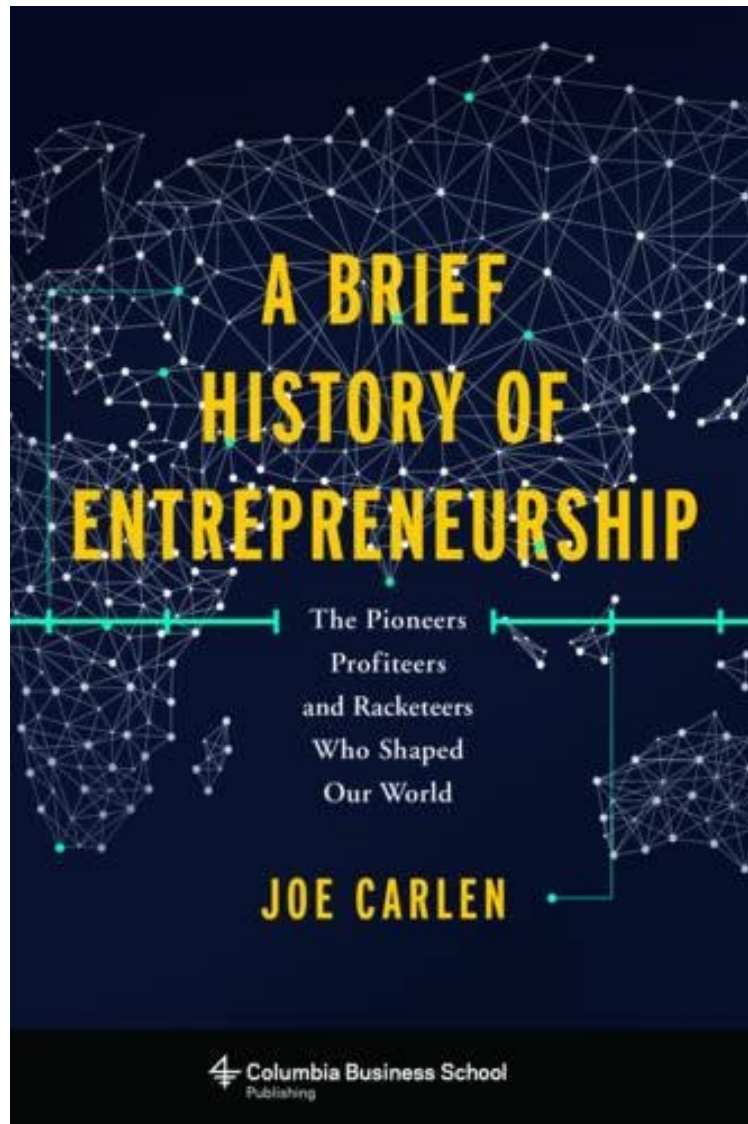


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A Brief History of Entrepreneurship: The Pioneers, Profiteers, and Racketeers Who Shaped Our World (Columbia Business School Publishing)

Joe Carlen

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Joe Carlen : A Brief History of Entrepreneurship: The Pioneers, Profiteers, and Racketeers Who Shaped Our World (Columbia Business School Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised A Brief History of Entrepreneurship: The Pioneers, Profiteers, and Racketeers Who

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2 of 2 people found the following review helpful. but we have never made you feel bad about thisBy LeelaThis should be on the reading list for all college and AP beginning economics classes. Reading this history, one often gets ah-huh moments, such as the author's comments that enterprise does poorly in authoritarian regimes with reactionary agrarian ideals. (The example given is Rome; my mind connects the dots to the antebellum South, Mao and Pol Pot)Very well written and engaging especially when the author cites from actual sources:" 30 years ago you left the city of Assur, you have never made a deposit since, and we have not recovered when shekel of silver from you, but we have never made you feel bad about this. Our tablets have been going out to you with caravan after caravan, but no report from you have ever come here we have addressed claims to your father but we have not been claiming one shekel of your private silver. Please, do come back right away; should you be too busy with your new business, deposit the silver for us. We have never made you feel bad about this matter but we are now forced to appear, in your eyes acting as gentleman should not. If not we will send you a notice from the local ruler and the police and thus put you in shame in the assembly of merchants..."The city of Assur was founded approximately 4500 years ago. Things do not change!2 of 2 people found the following review helpful. I enjoyed the historical quality of both of MrBy Gerald RyanI enjoyed the historical quality of both of Mr. Carlen's books, The Einstein of Money, and the The Brief History of Entrepreneurship.1 of 1 people found the following review helpful. Phoenicia to Silicon ValleyBy GderfThe book traces entrepreneurship, a prime mover of societal progress through the ages, but emphasizing recent developments. Carlen relates history and motives of what he calls pioneers, profiteers and racketeers. He book covers contributions of Phoenician traders and pirates beginnings of the slave trade, Mesopotamia, the Industrial Revolution complete with Luddite fears then and now, democratization of the automobile industry by Henry Ford, Prohibition era Chicago, culminating in Silicon Valley and Internet along with the PC Revolution. He says the Greeks built trading networks while the Romans were low on entrepreneurship, an arguable contention. We read about careers of Gates, Musk, Bazos and many others. Among the few practical ideas is the suggestion of good business to be made in Africa where there is a discrepancy between perception and reality. Most interesting is development of modern international trade with the British East India Company (BEIC), Dutch VOC, and French East India Company in an era of no trade without war. Does it continue today?

A Brief History of Entrepreneurship charts how the pursuit of profit by private individuals has been a prime mover in revolutionizing civilization. Entrepreneurs often butt up against processes, technologies, social conventions, and even laws. So they circumvent, innovate, and violate to obtain what they want. This creative destruction has brought about overland and overseas trade, colonization, and a host of revolutionary technologiesfrom caffeinated beverages to the personal computertthat have transformed society.Consulting rich archival sources, including some that have never before been translated, Carlen maps the course of human history through nine episodes when entrepreneurship reshaped our world. Highlighting the most colorful characters of each era, he discusses Mesopotamian merchants' creation of the urban market economy; Phoenician merchant-sailors intercontinental trade, which came to connect Africa, Asia, and Europe; Chinese tea traders' invention of paper money; the colonization of the Americas; and the current "flattening" of the world's economic playing field. Yet the pursuit of profit hasn't always moved us forward. From slavery to organized crime, Carlen explores how entrepreneurship can sometimes work at the expense of others. He also discusses the new entrepreneurs who, through the nascent space tourism industry, are leading humanity to a multiplanetary future. By exploring all sides of this legacy, Carlen brings much-needed detail to the role of entrepreneurship in revolutionizing civilization.

Joe Carlen delves in primary and secondary sources, including texts on modern management, and presents them in readable and attractive prose. A Brief History of Entrepreneurship is a light and enjoyable read. (Ali Kahn, Abram Hutzler Professor of Political Economy, Johns Hopkins University)This enjoyable book is full of great stories and practical ideas that any entrepreneur can use to be more successful faster. (Brian Tracy, author of The Way to Wealth)Covering millennia and the whole planet, Carlen provides us with the fascinating story of how those individuals taking risks in the search for profits not only adapted and responded to seemingly unsurmountable challenges but also (and more importantly) shaped the world we live in. (Marcelo Bucheli, author of Bananas and Business: The United Fruit Company in Colombia, 1899-2000)A Brief History of Entrepreneurship is an unbelievably enthralling and inspirational book, especially so for enthusiasts, practitioners and students of entrepreneurship and business. (Sapphire Ng Impeccable Business)Entrepreneurs will come to better understand who they are and what they do by reading this book.... Highly recommended. (CHOICE)Carlen's enlightening book considers many aspects of the historical development of entrepreneurship and will attract business-minded readers. (Library Journal)I believe that continually expanding our understanding of the roots of entrepreneurship and what's changed are key to being a good business owner. A page turner...thrilling. (Barbara Weltman Big Ideas For Small Business)About the AuthorJoe Carlen is the cofounder of Know Thy Market, LLC, and a certified valuation analyst. He is the author of The Einstein

of Money: The Life and Timeless Financial Wisdom of Benjamin Graham (2012).