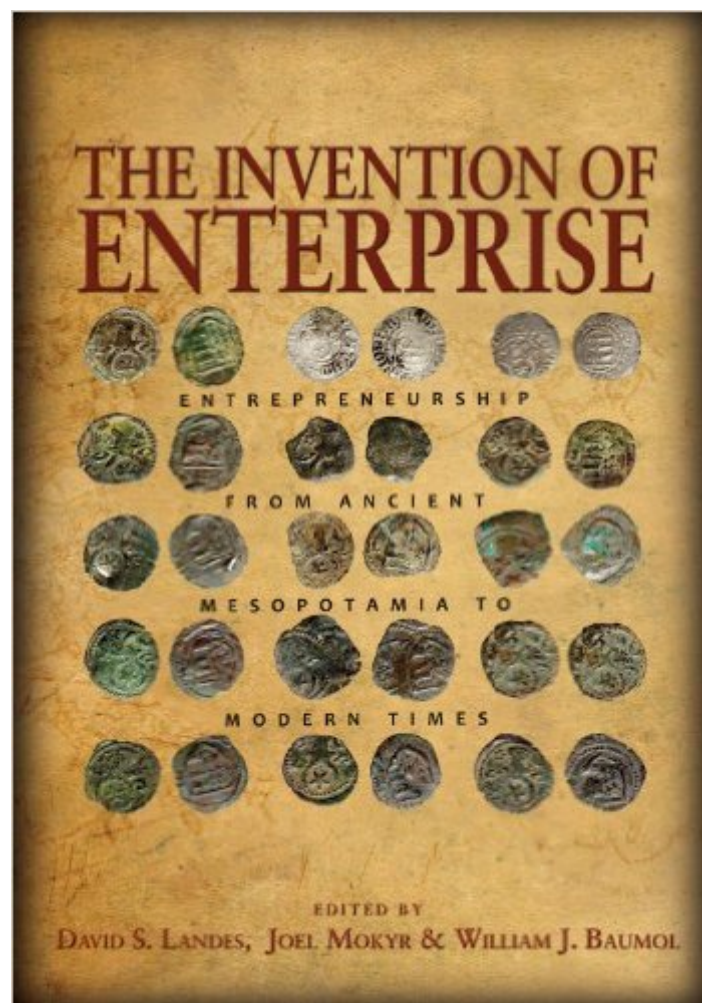


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The Invention Of Enterprise: Entrepreneurship From Ancient Mesopotamia To Modern Times (The Kauffman Foundation Series On Innovation And Entrepreneurship)



Synopsis

Whether hailed as heroes or cast as threats to social order, entrepreneurs--and their innovations--have had an enormous influence on the growth and prosperity of nations. The *Invention of Enterprise* gathers together, for the first time, leading economic historians to explore the entrepreneur's role in society from antiquity to the present. Addressing social and institutional influences from a historical context, each chapter examines entrepreneurship during a particular period and in an important geographic location. The book chronicles the sweeping history of enterprise in Mesopotamia and Neo-Babylon; carries the reader through the Islamic Middle East; offers insights into the entrepreneurial history of China, Japan, and Colonial India; and describes the crucial role of the entrepreneur in innovative activity in Europe and the United States, from the medieval period to today. In considering the critical contributions of entrepreneurship, the authors discuss why entrepreneurial activities are not always productive and may even sabotage prosperity. They examine the institutions and restrictions that have enabled or impeded innovation, and the incentives for the adoption and dissemination of inventions. They also describe the wide variations in global entrepreneurial activity during different historical periods and the similarities in development, as well as entrepreneurship's role in economic growth. The book is filled with past examples and events that provide lessons for promoting and successfully pursuing contemporary entrepreneurship as a means of contributing to the welfare of society. *The Invention of Enterprise* lays out a definitive picture for all who seek an understanding of innovation's central place in our world.

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Customer Reviews

I gave this book 4 stars because it really is a great book that is well-written and concise. It provides a rich history of entrepreneurship in various civilizations throughout history. That being said, I had this book as a textbook for a class I took for my business minor. It's not the best textbook to study from because finding specific information in it is rather difficult because of how wordy the book is, and the index only puts names of people or civilizations, not important concepts or topics. I didn't want to give a low rating for the book itself for this because it really is interesting. I think that this would be a great casual read for academics and anybody who is interested in learning more about the history of entrepreneurship. I just didn't like it as a primary textbook.

Money might make the world go around, but the spinning wouldn't happen without entrepreneurs and their innovations. This thorough examination of world entrepreneurship delves into many of the globe's important economies, from the ancient Middle East to modern-day China. Edited by three scholars, David S. Landes, Joel Mokyr and William J. Baumol, this work is a collection of essays by more than 20 academics. While not exactly a page-turner, this study serves up historical context that will help readers understand the cultural currents and political forces that shape entrepreneurship throughout the world. It's intriguing to note, for instance, that most major economies (with the exception of the US) have harbored a deep-seated bias against entrepreneurs. getAbstract recommends this book to business people who love history or to historians who want to know about the development of commercial enterprise.

This is a veritable dream-team of editors - the top experts in their respective fields, pulling together insights gleaned from long careers in economics and history. Edited volumes are always hit and miss. The quality is rarely the same across chapters. This book is one of the best edited books I have read, since its quality is smooth across, much like the Economist magazine, which while written by various writers, has a consistency. I found that to be the case here. This is the best new book on entrepreneurship and one that I highly recommend.

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