

(continued from front flap)

the way we run universities and foundations, lead companies, make personal job decisions, and even conduct our foreign affairs. *The Entrepreneurial Imperative* will change not only the way our government, corporations, and nonprofits operate, but also our day-to-day lives as working Americans.



CARL J. SCHRAMM is president and CEO of the Kauffman Foundation, a world leader in advancing entrepreneurship. Trained as an economist and lawyer, he has founded companies in the health care, finance, and information technology arenas. He is a Batten Fellow at Virginia's Darden School of Business and a member of the Council on Foreign Relations.

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Praise for *The Entrepreneurial Imperative*:



“Entrepreneurial capitalism, as described by Carl Schramm, is the essence of America’s economic renaissance. This book is an excellent explanation of how our economy has changed in the last twenty-five years and how to prepare for what’s ahead. An imperative book for every policymaker, teacher, and parent.”

—**Steve Forbes, CEO and Editor in Chief, *Forbes***

“The 1700s were America’s formative century. The 1800s were our expansion century. The 1900s were the industrial century. This is your guidebook to our century, America’s ‘Entrepreneurial Century.’ Carl Schramm shows the paths to personal independence and to democratization around the world stem from the same source, the entrepreneurial power to see new opportunity. Schramm unlocks the key to growth, for your company, your career, and your contribution to the planet, and roots it in the American spirit inside us all.”

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“Carl Schramm has outlined the new economy, where an entrepreneurial society is critical to competing in the world. Entrepreneurship is the hidden force that has made America so successful in the world economy. This book is essential reading to understand and prepare for our personal lives and the future.”

—**Paul Orfalea, founder of Kinko’s and author of *Copy This!***



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The Entrepreneurial Imperative

How America’s Economic Miracle Will Reshape the World (and change your life)

Carl J. Schramm



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PRESIDENT, THE KAUFFMAN FOUNDATION

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As the world flattens, there’s only one way for America to stay at the forefront



In 2004, Carl Schramm, president of the Kauffman Foundation, the world’s leading foundation for entrepreneurship, published a groundbreaking essay with a radical premise: that Americans literally have no conception of the secret that truly underlies our economic success, and that for the United States to survive and continue to lead the world’s economy, it is imperative we learn to understand and employ that secret.

The secret that has led the American economy to become the world’s strongest? Our unparalleled skill as **entrepreneurs**. As Schramm compellingly shows in this sweeping manifesto, entrepreneurship alone—not anything else—can give America the necessary leverage to remain an economic superpower. Not technology, since everyone now has the same technology, or access to it. Not education—we are years behind other nations in this area. Not basic manufacturing, long since moved overseas from the United States. And not capital markets, now truly global entities.

Drawing on detailed research conducted by the Kauffman Foundation and on his decades of experience as an entrepreneur himself and as a leader and mentor to other entrepreneurs, Schramm persuasively demonstrates in detail what this entrepreneurial imperative means for

(continued on back flap)