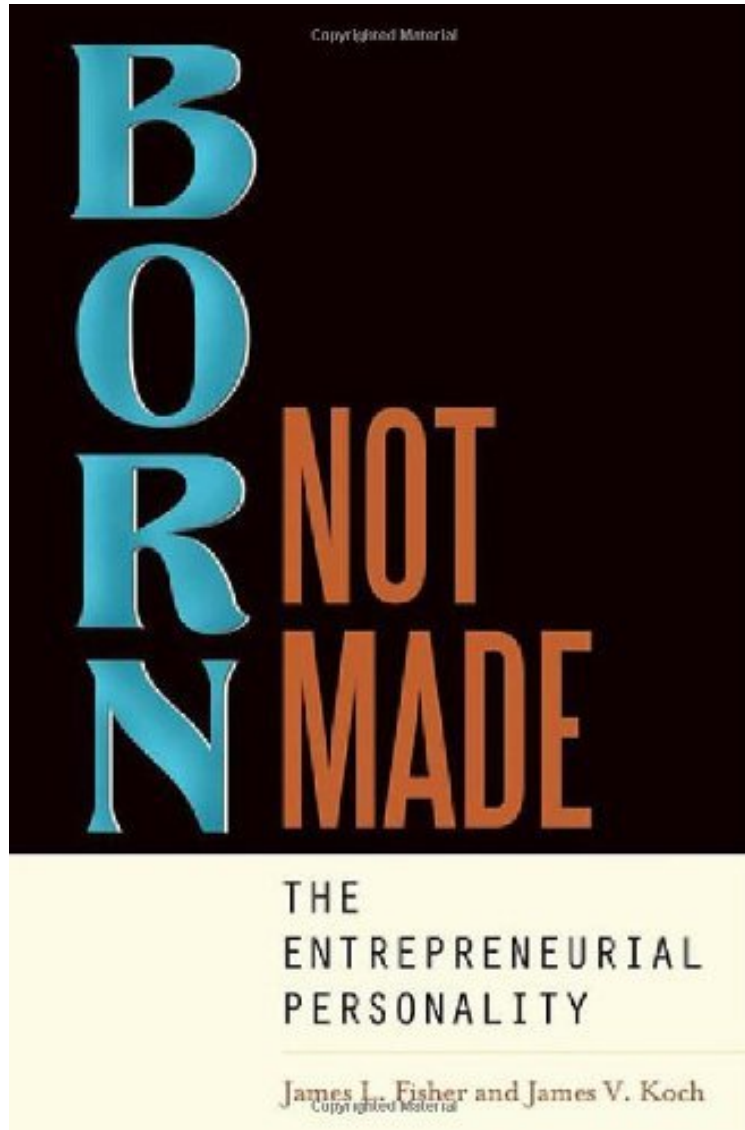


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## Born, Not Made: The Entrepreneurial Personality

*James L. Fisher, James V. Koch*  
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**James L. Fisher, James V. Koch : Born, Not Made: The Entrepreneurial Personality** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Born, Not Made: The Entrepreneurial Personality:

0 of 0 people found the following review helpful. Thought provoking. By ST Project Director Dr. Fisher along with his co-author compare and contrast the entrepreneurial personality with scholarly detail. Another excellent book by Dr. Fisher, which also appears to support the emerging data that relates to the science of DNA very well. I strongly recommend it. Best regards, ST Project Director

Books, magazine articles, and educational programs on entrepreneurship are all based on the idea that anyone can be an entrepreneur that entrepreneurs are made, not born. Well, maybe not. In a study of 234 CEOs funded by the Kauffman Foundation, James L. Fisher and James V. Koch came up with a surprising conclusion: Some individuals are simply more naturally fitted to become entrepreneurs than others. They are pre-wired. Because of heredity, some people are much more likely to become successful entrepreneurs or pursue entrepreneurial strategies within a corporate setting profitably. By recognizing that, this book will significantly improve corporate selection processes, strengthen entrepreneurship programs, and boost the confidence of aspiring entrepreneurs through invaluable insights. Among other things, Fisher and Koch show that true entrepreneurs not only see the world differently they act differently. Compared with corporate managers, for example, they are more confident, more decisive, more likely to upset the apple cart, and more energetic. They love to compete but are notable for the partnerships they are able to fashion with friend and foe alike. Such conclusions are remarkable. Why? Because they are based on the only empirical comparison study yet conducted on entrepreneurship. The insights are not based on personal opinion or case studies but on valid and reliable personality indicators. Because the book shows that certain kinds of people will find it much easier to found successful companies than others, it has many practical applications. It will help organizations fit the right people into jobs requiring an entrepreneurial bent. It will challenge corporations to hire entrepreneurial CEOs who will transform businesses rather than maintain the status quo. And it will speak directly to entrepreneurs and those contemplating starting a business, who will learn if they have the right stuff to start and sustain a business. In short, this book provides insights into the entrepreneurial soul that can change the fortunes of individuals and companies for the better.

"A stunning new book--truly empirical research which will finally set the stage for the objective study of entrepreneurialism."-Dr. Gene A. Budig, past president, Major League Baseball's American League, former chancellor, University of Kansas "It is just about as difficult to teach someone to be entrepreneurial as it is to show an ordinary guy how to hit major league pitching. Perhaps it can be done, but not very often. The evidence presented here leaves very few doubts."-Albert Grimes, President, Curtis Engine "Born, Not Made is right on target. Some people are naturally inclined to be entrepreneurial, but others aren't. It's not difficult to see after the fact who's who. The great thing about this book is that it helps us identify entrepreneurial individuals ahead of time."-Craig T. Bouchard, President and Co-Founder, Esmark, Incorporated. "One cannot learn to be entrepreneurial any more than one can learn to be a professional rodeo bull rider. If you aren't willing to take the bull by the horns, and believe you can hang on for the full eight seconds, you will fail. Born Not Made, hits the nail on the head. It helps us to recognize those individuals who fit the mold of the young entrepreneur, and help them move forward. I would bet my house on it."-Michael H. Woods, President, Woods Operating Co., Inc., Shreveport, Louisiana "Who taught Michael Dell to recognize the potential for a global disruptive change in the personal computer supply chain? Who taught Fred Smith to see that the behemoth US Postal Service could be beaten at serving business customers using Federal Express? The capability for entrepreneurial insight can't be taught, but Born, Not Made can certainly teach readers to identify the skill in others. Knowing who in your organization has this talent is priceless."-Andrew Cornell, CEO, Cornell Iron Works "One cannot learn to be entrepreneurial any more than one can learn to be a professional rodeo bull rider. If you aren't willing to take the bull by the horns, and believe you can hang on for the full eight seconds, you will fail. Born Not Made, hits the nail on the head. It helps us to recognize those individuals who fit the mold of the young entrepreneur, and help them move forward. I would bet my house on it." (Michael H. Woods, President, Woods Operating Co., Inc., Shreveport, Louisiana) "A stunning new book--truly empirical research which will finally set the stage for the objective study of entrepreneurialism." (Dr. Gene A. Budig, past president, Major League Baseball's American League, former chancellor, University of Kansas) "Who taught Michael Dell to recognize the potential for a global disruptive change in the personal computer supply chain? Who taught Fred Smith to see that the behemoth US Postal Service could be beaten at serving business customers using Federal Express? The capability for entrepreneurial insight can't be taught, but Born, Not Made can certainly teach readers to identify the skill in others. Knowing who in your organization has this talent is priceless." (Andrew Cornell, CEO, Cornell Iron Works) "It is just about as difficult to teach someone to be entrepreneurial as it is to show an ordinary guy how to hit major league pitching. Perhaps it can be done, but not very often. The evidence presented here leaves very few doubts." (Albert Grimes, President, Curtis Engine) "Born, Not Made is right on target. Some people are naturally inclined to be entrepreneurial, but others aren't. It's not difficult to see after the fact who's who. The great thing about this book is that it helps us identify entrepreneurial individuals ahead of time." (Craig T. Bouchard, President and Co-Founder, Esmark, Incorporated.)

About the Author  
JAMES L. FISHER is the most published writer on leadership and organization in higher education today. He has written scores of professional articles and has been published in the New York Times and the Baltimore Sun. The author or editor of ten books, his *The Power of the Presidency* was nominated for a Pulitzer Prize. Among other schools, he has taught at Northwestern, Johns Hopkins, and Harvard University. JAMES V. KOCH is Board of Visitors Professor of Economics and President Emeritus at Old Dominion University. An Exxon Foundation study selected him as one of the 100 most

effective college presidents in the U.S. An economist, he has published nine books and ninety articles.