Entrepreneurship in the Global Economy
Engine for Economic Growth

HENRY KRESSEL

THOMAS V. LENTO

CAMBRIDGE UNIVERSITY PRESS
Contents

List of figures page ix
List of tables x
Acknowledgments xi

Introduction 1

1 Government: Boss, financial partner, regulator – Entrepreneurs in mixed economies 11

2 Standing still is not an option: On promoting entrepreneurship and economic growth 35

3 Electronic innovation and the government: David Sarnoff creates the RCA empire 80

4 Global problem, golden opportunity: Ron Stanton profits from market disruption 116

5 Speeding voice and data traffic worldwide: Network microprocessors from RMI 131

6 A world leader emerges: SanDisk and flash memories 149

7 Implementing information technology across the globe 172
8 Three startups in China: Entrepreneurs in a controlled economy 189

9 Connecting the wireless networks of the world 210

10 Building an economy: Government planning vs. entrepreneurial innovation 227

Select bibliography 257
Index 261