



# The Spirit of Entrepreneurship

*Sharda Nandram, Karel J. Samsom*

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What inspires people to leave behind certainty to pursue their vision through creativity and entrepreneurship? Sharda S. Nandram and Karel J. Samsom, entrepreneurial researchers at Nyenrode Business University, explore entrepreneurship through the lens of human behaviour. Creative vision, drive, reflection, action, passion, teamwork, achievement, commitment and, significantly, personal values are some of the major elements. Personal stories of 60 entrepreneurs and entrepreneurial executives from Europe and North America are studied in the context of human and organizational behavior. Case studies range from solo entrepreneurs to fast-growing ventures and from entrepreneurial CEO's to creative leaders in the public sector. These entrepreneurs' stories show how mutually beneficial results can be created when the pursuit of profits is balanced with the interdependent needs of individuals, the community and the planet.

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