

BOOK REVIEW

Title : **Enterprise: Creation, Development And Growth**
By : **Tom Cannon**
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Reviewer : **Mohd. Salleh Hj. Din**

SYNOPSIS

The subject of this book is divided into twelve chapters with the first chapter starting with an overview of the enterprise concept. This chapter also highlights how individuals show enterprise in many situations. The remaining chapters cover the spread of ideas such as the entrepreneurial economy, enterprise support system, building and managing an enterprise, management and the larger enterprise, public and voluntary enterprises, personal development, group work and networking. Finally, there is a chapter on individuality, enterprise and the future.

COMMENTS

Tom Cannon's view of enterprise extends beyond the traditional view that enterprise is solely about "building business and creating wealth". He defines enterprise as "the characteristic of people, groups and organizations which produces a disposition to self-realization through achievement. It encompasses the self-reliance to innovate, accept risk and act independently, if these are needed to complete tasks effectively. People and organizations showing enterprise have the drive, energy, creativity and leadership to see tasks through to completion by individual effort or successful teamwork, (p.2). His definition adds to "an over-abundance of competing definitions and contrasting lists of different enterprise skills and attributes" (MacDonald & Coffield, 1991 p. 25-26). What is important is that his definition seems to imply that the characteristics of enterprising individuals may result in, among others, an unethical undertaking. Furthermore, what is equally important is that his concept of business entrepreneurs and other enterprising individuals such as "social entrepreneurs" appears to share major key personal characteristics with those who are not necessarily business entrepreneurs but individuals and organisations that are not engaged in a profit seeking activity.

Cannon's view of enterprise provides several major implications to any attempt to

create "enterprise culture" in a community. Firstly, an enterprising community may not only produce business entrepreneurs but also social entrepreneurs and other forms of entrepreneurs. Secondly, since enterprise can be taught, learned and harnessed, the education system can play a major role in developing enterprising individuals and organisations but within the ethical boundary. Thirdly, if enterprise can be taught and learned, further research and work could be done to identify the most appropriate learning methods for developing enterprise. These pose major challenges for educational institutions.

Besides its interesting anecdotes and quotes, what I find extremely useful in the book is its extensive coverage of the enterprise support system and the experiences in the U.K. and other countries. This is an important book in the area of enterprise. It is obviously the result of much careful and painstaking effort and the resulting account is clearly and intelligibly presented. This book may be useful and recommended for undergraduate and graduate programmes.

REFERENCE

MacDonald, R. and Coffield, F. (1991) *Risky Business: Youth and the Enterprise Culture*, Basingstoke: Falmer Press.