



Book Review:

Reading Time:
5 minutes

Reader Benefit:

- ◆ Learn what it means to be an entrepreneur;
- ◆ Insights on how an entrepreneur thinks about business;
- ◆ Buy the book to learn more about the 21 Golden Rules for the entrepreneur.

Title: The Entrepreneur, 21 Golden Rules for the Global Business Manager

Author: William E. Heinecke (with Jonathan Marsh)

Publisher: John Wiley & Sons (Asia) Pte Ltd, 2000

Pages: 226 pages, includes Index

Reviewer's Rating: ☺☺☺☺☺

Rating Legend:

Inspiring ☺☺☺☺☺ *Excellent* ☺☺☺☺ *Good* ☺☺☺ *Average* ☺☺ *OK* ☺

Website Summary:

Business Rules That Work

Becoming an entrepreneur is really about thinking deep and working hard. With a 'Can-Do' and a 'Never-Say-Die' attitude, William E. Heinecke shares his business acumen and personal insights as an entrepreneur with candour and wit with his 21 Golden Rules. Heinecke is a master communicator who gets his points across effectively. In essence, this book will change your life if you take it to heart.

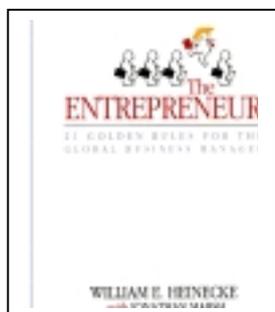
Synopsis:

Business Rules That Work

Becoming an entrepreneur is really about thinking deep and working hard. Along the way, you nurture practical ideas, understand market trends, spot business opportunities, make a calculated risk, take a firm decision, and then – take action.

With a 'Can-Do' and a 'Never-Say-Die' attitude, William E. Heinecke is an interesting testimony of the entrepreneurial spirit. With candour and wit, he shares his business acumen and personal insights as an entrepreneur – with his 21 Golden Rules.

Heinecke is a master communicator who gets his points across effectively. In essence, this book will change your life if you take it to heart.





Business Rules That Work

Book Review by Leon A. Enriquez

Being an entrepreneur is a hot topic today. Many books abound – detailing how to become an entrepreneur – much like the current fashion statement. Most of these ‘How-To’ books have an academic slant, and tend to focus on a certain quality of becoming an entrepreneur.

Notice that no matter how much you know, you’ll never be an entrepreneur without taking action. The magic word here is: Action!

Yet, the beginning is ever so often a simple idea – a seed that is nurtured over time, with hard work, dedication and tenacity – inspired by a ‘Never-Say-Die’ and ‘Can-Do’ attitude. It is the practical application of common sense in recognising what works and what doesn’t.

The book’s *Preface* asks a simple but vital question: “Do you think you have what it takes to be an entrepreneur?” To help the reader understand what it means to be an entrepreneur, a definition follows: “An entrepreneur is a person who gauges the risks and rewards of a business and works quickly to initiate, organise, and manage a particular opportunity, idea or concept.” Note the key words: Risk and Business. Business is really about risk-taking, service and profit – which is the full-time preoccupation of an entrepreneur.

So, what is Heinecke’s secret? How did a high school kid with no professional qualification become a millionaire by the time he was twenty-one in a country where he could hardly speak the language? Can you picture an American-born kid starting two businesses in Thailand in 1967? And now, after nearly 30 years of hard work, you read his book and marvel at such fearlessness!

Successful entrepreneur and author William E. Heinecke (with writer Jonathan Marsh) wrote this delightful book which is divided into 21 chapters, one for each of Heinecke’s 21 Golden Rules. Each chapter begins with a rule worded in a simple and direct way. Two carefully selected quotes follow that set the understanding required of the business scenario that the author expounded as he cited examples from his real-life experiences as an entrepreneur.



Heinecke's story is telling, memorable and compelling with case references to actual events and not textbook tales. This is a living mentor communicating with you one-on-one without any barriers to learning. He is particularly adept at crafting his ideas and sharing them with you with a minimalist approach. The reader is compelled to think that he or she is in the presence of a master communicator – who knows just what to say, and how to say it – who delivers the goodies!

Heinecke expounded that – more than anything else – as an entrepreneur, you want to make a difference with the service you offer. Money is a good motivator only because you can measure the outcome of your efforts. Yet, beyond dollars-and-cents, from each venture that you dare to bring forth – an entrepreneur is really the modern creator of not just wealth alone but creates lasting value for the community you serve.

And surely, becoming an entrepreneur is a course of action that you'll not want to delegate to chance. The author wrote (or speaks to the reader) with clarity, brevity and sincerity. He highlighted that becoming an entrepreneur is really about value creation. It starts with a vision or idea. Along the way, you learn to do many things.

Throughout the book, Heinecke highlighted the mindset or attitudes that can carry an entrepreneur forward, and these business values include:

- ◆ Nurturing practical ideas;
- ◆ Thinking deep and working hard;
- ◆ Working with passion;
- ◆ Focusing on the customer;
- ◆ Understanding market trends;
- ◆ Spotting business opportunities;
- ◆ Making a calculated risk;
- ◆ Mustering bold commitment;
- ◆ Arriving at a firm decision;
- ◆ Taking prompt action; and
- ◆ Dealing with setbacks.

With fearless fervour, William E. Heinecke is an interesting testimony of the entrepreneurial spirit. With candour and wit, he shares his business acumen and personal insights as an entrepreneur – with his 21 Golden Rules.



It may sound simple. Yet, we realise that being an entrepreneur is never easy. Heinecke also believes that luck is a crucial element although you cannot hedge the outcome of a business venture merely on luck. Heinecke is a master communicator who gets his points across effectively.

“Rules are for the obedience of fools and the guidance of wise men,” said Heinecke. “They are merely guidelines, and you can break or bend all of them, and still be successful. When all is said and done, most of what I have said is common sense.” Wise words indeed from a self-made and a very successful entrepreneur!

All things considered, this book delivers a handsome payoff to the aspiring entrepreneur provided you heed the practical wisdom offered in generous measure. In essence, this book will change your life if you take it to heart. The reading experience is truly profound.

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