

entrepreneur Success SERIES

Warm wishes for the New Year. May you manage to actualise your true potential in the year ahead.

Continuing with our theme of Entrepreneurship, the first issue of 2017 is about following ones calling; passion as some would term it. We feature two perspectives that observe the subject of entrepreneurship from opposite ends of the spectrum. One from an academic viewpoint; and the other as a lived example.

Hope you find them educative and share with your friends as well.

Warmly,
[The Editorial Team](#)



Entrepreneur Success Series [Entrepreneurship & Intrapreneurship](#)

Entrepreneurship is often misconstrued to be about risk taking, vision, seizing opportunities and so on.

While that is true at the surface, real success as an entrepreneur comes from a deep understanding of the interplay of myriad factors, within and beyond control.

Through this study, you can become aware of the options to be an entrepreneur within an organization (intrapreneur) and outside of it. [More](#)



[Video Case Study](#) The Whole Foods Market - The Epitome of Stakeholder Centricity



Back in 1980, when John Mackey did not find a good-enough store providing Whole food products, he chose to set up one by himself. A store that deals in the finest natural and organic foods. Today the Whole Foods Market chain has 467 stores across the US and UK. [More](#).

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