

THE ENTREPRENEURIAL ETHIC

What drives entrepreneurs to create the future?

1



I commit to creating a better tomorrow.

2



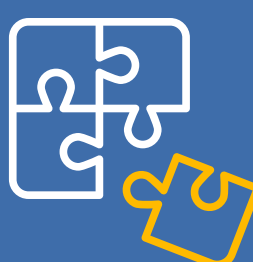
Betterment is decided by my customer. I commit to listening to, empathizing with and understanding their dissatisfactions with today.

3



From my value diagnosis, I will act to construct a robust set of principles for the solution to their dissatisfactions.

4



At my own risk, I will assemble the capital and develop the mechanisms to deliver the solution that enables my customers to experience new value.

5



I will continue to listen with empathy to be sure that their value experience endures and intensifies.

6



I will embrace the burden of future uncertainty, so that my customers don't have to.

7



In this manner, I will serve as many customers as I can with competence and integrity. Society will benefit, although society is not my customer.

8



I will seek financial profit as the signal that my customers experience worthwhile value from my service.

9



My goals are long term and I will maintain my goal focus however it may be tested in the short term.

10



I will enjoy the fruits of my entrepreneurial action, both financial and emotional.

Whatever Your Business, Let Austrian Economics Be Your Guide.

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

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