
36 Profil Wirausaha Sukses Indonesia Safaruddin Husada

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Indonesian businessmen. The
Power Of Islamic
Entrepreneurship
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INTERNATIONAL
BESTSELLER* If you could go
back, who would you want to
meet? In a small back alley of
Tokyo, there is a café that has
been serving carefully brewed

coffee for more than one hundred years. Local legend says that this shop offers something else besides coffee—the chance to travel back in time. Over the course of one summer, four customers visit the café in the hopes of making that journey. But time travel isn't so simple, and there are rules that must be followed. Most important, the trip can last only as long as it takes for the coffee to get cold. Heartwarming, wistful, mysterious and delightfully quirky, Toshikazu Kawaguchi's internationally bestselling novel explores the age-old question: What would you change if you could travel back in time?

Bob Sadino Harlequin Sultans, Spices, and Tsunamis: The Incredible Story of the World's Largest Archipelago Indonesia is by far the largest nation in Southeast Asia and has the fourth largest population in the world after the United States. Indonesian history and culture are especially relevant today as the Island nation is an

emerging power in the region with a dynamic new leader. It is a land of incredible diversity and unending paradoxes that has a long and rich history stretching back a thousand years and more. Indonesia is the fabled "Spice Islands" of every school child's dreams—one of the most colorful and fascinating countries in history. These are the islands that Europeans set out on countless voyages of discovery to find and later fought bitterly over in the 15th, 16th and 17th centuries. This was the land that Christopher Columbus sought, and Magellan actually reached and explored. One tiny Indonesian island was even exchanged for the island of Manhattan in 1667! This fascinating history book tells the story of Indonesia as a narrative of kings, traders, missionaries, soldiers and revolutionaries, featuring

stormy sea crossings, fiery volcanoes, and the occasional tiger. It recounts the colorful visits of foreign travelers who have passed through these shores for many centuries—from Chinese Buddhist pilgrims and Dutch adventurers to English sea captains and American movie stars. For readers who want an entertaining introduction to Asia's most fascinating country, this is delightful reading.

Brief History of Indonesia

Vintage

Saya menyambut baik diterbitkannya buku Dr. Ir. Eddy Soeryanto Soegoto, *Entrepreneurship Menjadi Pebisnis Ulung* ini. Buku ini adalah salah satu referensi kewirausahaan mahasiswa yang layak dibaca bagi kalangan civitas akademika. Tradisi menuliskan buku seperti yang dilakukan oleh bapak Eddy ini, semoga diikuti oleh kalangan civitas

akademika yang lain. Semoga buku ini juga bisa menginspirasi lahirnya lulusan-lulusan perguruan tinggi dengan paradigma berpikir menciptakan lapangan pekerjaan (job creator), bukan mencari kerja (job seeker). -- Prof. Dr. Fasli Jalal, Ph.D., Direktur Jenderal Pendidikan Tinggi - DEPDIKNAS ""Saat ini masyarakat kita memerlukan berbagai informasi tentang Entrepreneurship karena memang Entrepreneurship adalah strategi penting membangun masa depan. Upaya DR. Ir. Eddy Soeryanto Soegoto untuk menulis buku *Entrepreneurship : Menjadi Pebisnis Ulung*, patut kita hargai dan harapan saya para pembaca akan memperoleh wawasan dan pengertian yang lebih luas tentang entrepreneurship di dunia bisnis." -- Dr. Ir. Ciputra, Pendiri Universitas Ciputra Entrepreneurship Center

Presiden Direktur PT Ciputra Grup, PT Jaya Grup, PT Metropolitan Grup Banyak pembelajaran di sekolah atau perguruan tinggi yang pada akhirnya hanya mendorong untuk menjadi pencari kerja, bukan memotivasi mereka untuk menjadi pencipta lapangan kerja. Melalui buku yang menjadi materi pembelajaran entrepreneurship ini diharapkan pendidikan tidak lagi meracuni pemikiran para generasi muda untuk hanya menjadi pencari kerja setelah lulus, tetapi mendorong mereka menjadi pencipta lapangan kerja bagi orang lain. Menjadi entrepreneur yang berhasil." -- Bob Sadino, Direktur Utama Kem Chicks

Saya menganggap terbitnya buku Entrepreneurship Menjadi Pebisnis Ulung yang diterbitkan oleh Dr. Ir. Eddy Soeryanto Soegoto ini menjadi suatu referensi yang sangat bermanfaat untuk dibaca oleh kaum muda,

mahasiswa maupun masyarakat umum untuk mempelajari lebih dalam masalah-masalah kewirausahaan, sehingga diharapkan akan tumbuh entrepreneur-entrepreneur baru yang akan meneruskan pembangunan bangsa. -- Dr. BRA Hj. Moeryati Soedibyo, Direktur Mustika Ratu, Wakil Ketua MPR Keberhasilan usaha berawal dari pemilihan berbagai alternatif bisnis secara tepat pada timing yang tepat pula (entrepreneurship domain). Namun, kesinambungan usaha yang berhasil haruslah berdiri di atas prinsip-prinsip manajemen yang benar (management domain). Buku ini diperkaya oleh wawasan entrepreneurship yang komprehensif, sekaligus konsep dan pedoman pengelolaan usaha berdasarkan fundamental fungsi-fungsi manajemen yang mudah dipahami. Kita sambut kehadiran buku ini, semoga

dapat membantu proses penciptaan populasi entrepreneur dan professional manager yang dibutuhkan dalam pembangunan negara-bangsa. -- Tanri Abeng, Komisararis Utama PT Telkom Tbk., Mantan Menteri BUMN, Publisher Majalah Globe Media Group

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Profil dan Perjalanan William Soeryadjaya

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36 profil wirausaha sukses Indonesia

Kajian teori ekonomi dalam Islam Yayasan Bina Pengusaha Muslim

An insightful and deceptively simple guide—from a popular speaker and life coach. In this empowering book, bestselling author and speaker Dr. Camilo Cruz helps

readers identify the hidden excuses that hold them back—even the most entrenched ones—and open the door to greater success and fulfillment. Inspired by a brief parable in which a family of farmers learns to thrive without their beloved (yet costly and unproductive) cow, this upbeat book speaks to readers of every age and lifestyle, helping them take ownership of their choices and their lives.

How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Harriman House Limited

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particularly rich yet nationally influential. This book examines them ethnographically. Rather than a market-friendly, liberal middle class, it finds a conservative petty bourgeoisie just out of poverty and skilled at politics. Please note that Sylvia Tidey's article (pp. 89-110) will only be available in the print edition of this book (9789004263000). Panji masyarakat Amzah How can management be developed to create the greatest wealth for society

as a whole? This is the question Peter Drucker sets out to answer in *Innovation and Entrepreneurship*. A brilliant, mould-breaking attack on management orthodoxy it is one of Drucker's most important books, offering an excellent overview of some of his main ideas. He argues that what defines an entrepreneur is their attitude to change: 'the entrepreneur always searches for change, responds to it and exploits it as an opportunity'. To exploit change, according to Drucker, is to

innovate. Stressing necessarily about the importance of what you know. It's low-tech about how you entrepreneurship, behave. And the challenge of behavior is hard to balancing teach, even to technological really smart possibilities with people. limited resources, Money-investing, and the personal finance, organisation as a and business learning organism, decisions-is he concludes with a typically taught as a vision of an a math-based field, entrepreneurial where data and society where formulas tell us individuals exactly what to do. increasingly take But in the real responsibility for world people don't their own learning make financial and careers. With a decisions on a new foreword by spreadsheet. They Joseph Maciariello make them at the *Indeks artikel* dinner table, or in *majalah Tempo* a meeting room, goobookstore where personal Doing well with history, your own money isn't unique view of the

world, ego, pride, marketing, and odd incentives are scrambled together. In *The Psychology of Money*, award-winning author Morgan Housel shares 19 short stories exploring the strange ways people think about money and teaches you how to make better sense of one of life's most important topics.

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The sixth edition of *Professional Meeting Management* is the newest edition of the longtime standard reference and textbook for the meetings industry and meetings education. This is the first student and

meeting professionals textbook aligned with the new Certified Meeting Professional (CMP) International Standards, which will be used by the Convention Industry Council as a reference book for item writing for the CMP Certification Examination. It includes the most up-to-date information on current trends, strategic planning for meetings, budgeting and funding, marketing and promotion, technology, running and closing the meeting, and industry developments on the horizon.

The Next Great Generation John

Wiley & Sons

By the authors of the bestselling *13th Gen*, an incisive, in-depth examination of

the Millennials--the dramatically different from Xers
generation born after 1982. In this and boomers.
remarkable account, Millennials Rising
certain to stir the provides a
interest of fascinating narrative
educators, of America's next
counselors, parents, great generation.
and people in all 36 Langkah Sukses
types of business as Membangun Bisnis
well as young people Currency
themselves, Neil Howe Marketing guru
and William Strauss Philip Kotler shows
provide the entrepreneurs how
definitive analysis to market their
of a powerful companies to
generation: the investors How can
Millennials. Having businesses do a
looked at oceans of better job of
data, taken their own attracting capital?
polls, talked to The answer:
hundreds of kids, "Marketing!"
parents, and Marketing expert
teachers, and Philip Kotler teams
reflected on the up with a renowned
rhythms of history, marketing
Howe and Strauss consultant and an
explain how INSEAD professor
Millennials have
turned out to be so

for this practical, marketing-based approach to raising capital from investors. Based on the premise that entrepreneurs and business owners often don't understand what investors want and how they make their decisions, Attracting Investors offers a larger view of the factors involved, and guides both startup and veteran firms ineffectively raising capital. Philip Kotler (Glencoe, IL) is the S.C. Johnson & Son Distinguished Professor of

International Marketing at Northwestern University's Kellogg School of Management, and the author of 35 books. Hermawan Katajaya (Jakarta, Indonesia) runs MarkPlus, the largest marketing consulting firm in Indonesia, and is coauthor with Kotler of several books, including Repositioning Asia and Rethinking Marketing. S. David Young (Fontainebleu, France) is a Professor of Accounting and Control at INSEAD in Fontainebleu, France.

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This book offers a
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*The Psychology of
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Biographical
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KEWIRAUSAHAAN

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business that can

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Warta ekonomi Wiley-
Blackwell

Profiles of thirty
six Indonesian
businessmen.