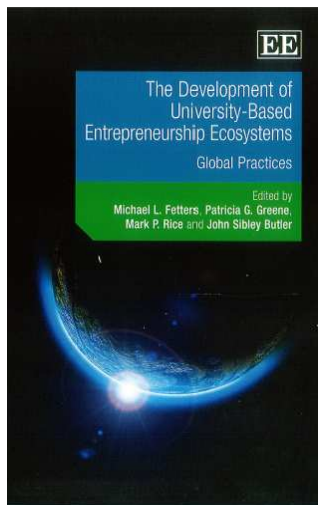


***The Development of University-Based Entrepreneurship Ecosystems Global Practices* by Fetters, L Michael, Patricia. G. Greene, Mark P. Rice and Jon Sibley Butler (eds), Edward Elgar Publishing Limited and Inc, 2010**

Book review by Silvia Florea
Lucian Blaga University of Sibiu



A book of this magnitude, usefulness and complexity can hardly be framed within one direction of contribution to entrepreneurship education, it is many voices, responses and pathways of academic institutions clustered in an admirable collection of university-based entrepreneurship ecosystems. The book is an overview of successful different schools and their entrepreneurship ecosystems available in different places. Whatever the initiatives related to teaching, research and outreach, the six case studies of U-BEEs reflect entrepreneurship development working from the university inside out to the whole community so as to foster entrepreneurial thought and action throughout the system. The short overview of related theoretical approaches is meant to suggest ways of understanding the U-BEEs frameworks when they are conditioned by regional economic development, population ecology, institutional theory approaches, business ecosystems and entrepreneurial mindsets and skills. It also serves as an introduction to the schools and hence, to each academic institution and its capacity to understand, develop and promote entrepreneurial innovation at all levels and relationships. Babson, EM Lyon and USC are focused on the new venture creation aspects of an entrepreneurship ecosystem, with innovations on curriculum design teaching materials, faculty development programs and research,

showing each a track movement from a random collection of elements to a more structured ecosystem culture and community. The second three, The University of Texas at Austin, Tecnológico de Monterrey and NUS are focused more on technology transfer and commercialization-oriented ecosystems, showing well-profiled high-tech communities and technology parks models, as added values to the approaches used. All these six exemplars, through the lessons they learned, patterns of evolutions they followed and approaches they took, represent a proven force in stimulating entrepreneurship activity at regional, national and international levels.

The book comes full circle in the importance on entrepreneurship activities and the message it sends across to all world-wide universities. Change, creativity, knowledge, innovation and flexibility-factors are increasingly important sources of competitiveness in an increasingly globalized world economy and are the solutions to economic failure and social distress. The stronger the response of any academic institution in entrepreneurial thought and action, the better university-based entrepreneurship ecosystem created to develop entrepreneurial talent and context where it can thrive. The book shows that down the generations, to the stumbling difficulties of our own times, the search for structures, systems and policies that ensure entrepreneurship education, business competitiveness and educational opportunity and equally allow for the detection and promotion of talent have been inconsistent and difficult to achieve, we are shown, but obstinate in providing an answer to the possibility of combining the values of education and entrepreneurship with society's need to single out the excellent. We cannot but agree that there can be no single solution, for plural societies require plural responses and in this key, the case studies provide a roadmap to the successful development of U-BEEs.

Silvia Florea
Associate Professor,
Lucian Blaga University of Sibiu