



METADATA

Title: The Cooperative Enterprise

Other Titles: Practical Evidence for a Theory of Cooperative Entrepreneurship

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Abstract

The authors of "The Cooperative Enterprise" have succeeded in collecting and developing the most relevant and modern knowledge of the sector to the interested reader. The text provides a good academic analysis of the relevant theories, but importantly it celebrates the rich practical experiences of the cooperative world. We are well treated with a wide range of illustrations of the recent cooperative business evolutions with a professional insight and analysis of the decision-making. A virgin mind would enjoy a rare view of the cooperative business management, while more experienced individuals could be shown the cooperative logic behind the scene. The authors celebrate

cooperative market orientation, individual commitment and responsibility as well as a dynamic approach to the future development of the sector. Hopefully, this would enable us to bring in those young, talented and professional people that we so much need in the farming sector. Furthermore, developing a training simulation game for farming businesses underlines the importance of this new approach in communicating our cooperative ideas. Involving the African farming community gives us Europeans a new perspective to issues where we have been too complacent. A word of warning: "The Cooperative Enterprise" will make you think in a cooperative way. And it is fun to read!

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