

Richard Gee

From: Prof H H Frederick [entreprof@ten3.biz]
Sent: Wednesday, 1 August 2007 2:38 a.m.
To: richard@geewiz.co.nz
Subject: Entrepreneurship*Excellence Award!

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***Entrepreneurship* wins
prestigious Australian award**

August 2007
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Professors Howard Frederick and Donald Kuratko have won the prestigious 2007 **Australian Award for Excellence in Education Publishing** sponsored by the Australian Publishers Association for their book *Entrepreneurship Theory Process Practice* (Thomson Learning Australia 2007). [Contents](#) / [About](#) / [Purchase](#)

What the judges said: "*Entrepreneurship* impressed the us with its varied approaches to the subject, inclusion and incorporation of original research [and] clarity of writing".



Professor Frederick receiving the award at the Australian Publishing Association from MC, noted Australian actor, writer, director and broadcaster Jonathan Biggins.

Working with Thomson Corporation, the world's largest information company, Frederick's ground-breaking *Entrepreneurship Theory Process Practice* (Asia-Pacific edition) is aimed at the free economies of Australia, Brunei, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam. [It is available for AU\\$104.99 plus shipping.](#)

Frederick's co-author is the renowned American entrepreneurship educator, [Donald F. Kuratko](#) of Indiana University, selected by Ernst & Young as one of the Top Three Entrepreneurship Professors in the US.

Former New Zealand Prime Minister Rt Hon Jenny Shipley has said: "Howard Frederick has assembled an approach that takes this from a sexy catch word and now gives us an enormous pool of information, analysis and motivation about how to move forward". ([See Shipley's remarks.](#))

"Asia-Pacific markets have hundreds of millions untrained entrepreneurs, The benefits are aimed not just at the rich", says Professor Frederick. "The poor in the Asia-Pacific can and do get richer through enterprise". Frederick's training method entrepreneurs is comprised of two parts: the 670-page textbook called [Entrepreneurship Theory Process Practice](#) (Thomson Learning, 2007) and Frederick's [accompanying multimedia Website](#) with the latest multi-media innovations in enterprise education.



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