

Entrepreneurship [Empreendedorismo]

Texto e áudio – Nível de dificuldade médio/alto.

Vamos praticar?

Aqui você encontra um texto para praticar leitura e listening.

Abaixo do texto há um link do site Acapelabox para você praticar seu listening.

An **entrepreneur** is someone who organizes, manages, and assumes the risks of a business or enterprise. An entrepreneur is an agent of change.

Entrepreneurship is the process of discovering new ways of combining resources.

Successful entrepreneurs expand the economic for everyone. Bill Gates, who was an undergraduate at Harvard developed BASIC for the first microcomputer, went on to help found Microsoft in 1975. During the 1980s, IBM contracted with Gates to provide the operating system for its computers, a system now known as MS-DOS. Gates acquired the software from another firm. Microsoft's Office and Windows operating software now run on about 90 percent of the world's computers. By making software that increases human productivity, Gates expanded our ability to generate output (and income), resulting in a higher standard of living for all.

New products results in the obsolescence or failure of others. The introduction of the compact disc and the corresponding disappearance of the vinyl record is just one of many examples: cars, electricity, aircraft, and personal computers are others. Regarding this, entrepreneurship is a process of discovery and entrepreneur is a person who discovers previously unnoticed profit opportunities. The entrepreneur's discovery initiates a process in which these newly discovered profit opportunities are then acted on in the marketplace until market competition eliminates the profit opportunity.

Studies have attempted to determine the contribution of entrepreneurial activity to overall Economic growth.

Intrapreneur: refers to a person who works for a large corporation and takes direct responsibility for turning an idea into a profitable finished product or service through assertive risk-taking and innovation. Intrapreneurship is now known as the practice of a corporate management style that integrates risk-taking and innovation approaches, as well as the reward and motivational techniques, that are more traditionally thought of as being the competence of entrepreneurship.

Adapted from: <http://www.econlib.org/library/Enc/Entrepreneurship.html>

ÁUDIO: Copie o texto acima, cole na janela do Acapelabox que abrirá ao [clique aqui](#) e dê play para ouvir.