

Preface

Over the past two decades, there has been an enormous Entrepreneurial drive in the Hispanic Business Culture. As the Hispanic economy in the United States continues to grow, it is important to introduce today's Latino Youth to the landscape of new and creative business ventures. By tapping into their fresh ideas and perspectives, the Latino youth will provide the stamina and inventiveness necessary to carry the success of Hispanic-owned businesses into the 21st Century.

The Entrepreneurial Leadership Manual was created to support Latino-related business ventures and to assist in the development of the knowledge and skills necessary in creating such endeavors. We sincerely thank everyone who has contributed ideas and materials that make up the base of the program. With your help, Latino Youth will be exposed to the expanding world of Entrepreneurism.

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