

Rebecca J. White, *See Do Repeat: The Practice of Entrepreneurship*, NOW SC Press, 2021, 158 pp. + Guide book

The past few decades have witnessed several books on different aspects of entrepreneurship, creating a new genre of entrepreneurship literature. However, these books often do not seem appealing despite having catchy titles, as most of them are not based on thorough research. At the same time, the research-based books use such intense academic language that they stand apart from the common readers. In this context, Rebecca J. White's book *See, Do, Repeat: The Practice of Entrepreneurship* comes across as a fresh change as it is a winner in all grades, such as an alluring title, a thorough research base, an easy-to-read language, and above all a competently crafted practical approach. In spite of several theories and research, Entrepreneurship still proves to be an enigma that can be understood in its full range and scope only if it is practised. White's book concentrates upon this intriguing aspect and teaches shades of entrepreneurship as an easily doable project. *See, Do, Repeat: The Practice of Entrepreneurship* sums up the entire purview of the book in its first two introductory lines, when the author asserts that entrepreneurship is a way of life, like yoga or meditation, as it is not about perfection but all about transformation and change. In this very beginning, White accomplishes her intention of asserting the importance of 'practice' as a significant phenomenon to succeed in one's entrepreneurial journey.

Entrepreneurship is a robust vehicle that changes not only an individual but also the socio-economic premises of the world. Every gamut and the subtleties and nuances of this journey exhibits that it is never about the goal but about continuous learning and reaching one's own definition of success. And this is the perception of entrepreneurship that White brings out in her book, highlighting how one needs to find opportunities, take action and achieve, only to keep repeating the same process in the entire journey. White provides experiential data and the discipline required in this whole journey named entrepreneurship. The book becomes real and relatable as it provides accurate, practical bits of advice for entrepreneurs of today. Readers find the key to success along the way as White's book captures the human aspects, such as mental preparedness, thought incubation, positive mindset, and gratitude, as the essential skills to succeed.

Rebecca J. White as a veteran entrepreneur, educator, author, speaker, and consultant, proficiently brings her expertise and experience to the thoughtfully designed pages of this book.

Dr. White, presently the James W. Walter Distinguished Chair of Entrepreneurship, Professor of Entrepreneurship, and Director of the John P. Lowth Entrepreneurship Center at the University of Tampa, brings her vast understanding and wisdom to this book, rendering a doable, possible and achievable approach to entrepreneurship. In her life, White played various roles dealing with entrepreneurship, leadership, design thinking, innovation, talent development, and education, and these diverse experiences make her stance reliable and valid for the readers. The foreword, written by Michael Houlihan and Bonnie Harvey, rightly mentions that being an entrepreneurial educator and an entrepreneurial daughter of an entrepreneurial mother, White has encapsulated all her personal understanding of entrepreneurship in the book that focuses on the tough realities of business and the required entrepreneurial mindset. Hence, *See, Do, Repeat: The Practice of Entrepreneurship* remains an essential handbook and a practical road guide for those who desire to achieve entrepreneurial success.

The book's preface, which is a fitting tribute to the entrepreneurial career of White's mother, sets the right tune for a handbook that advances tips and strategies learned from real-life stories for success in the practice of entrepreneurship. In the introductory chapter, while emphasising the importance of vocational and experiential learning, the author propagates a competency-based See-Do-Repeat Model that explores 'what to know' and 'how to learn it.' White's academic penchant is merged with her practical approach when she explores the multi-dimensional relationship between entrepreneurial mindset and behaviour. White creates a Model that is divided into these three stages of learning, that is, 'See' or the ability to recognise entrepreneurial opportunities; 'Do,' that is, the willingness to act; and 'Repeat,' that is, the resilience to execute learning from the past. The author's personal anecdotes and life experiences added to this Model bring an authenticity that the readers can not ignore.

The subsequent chapters 1, 2, and 3 concentrate upon the first section of the Model - 'See' and explores opportunity identification and creating value as the first stage of entrepreneurial success. The three chapters smoothly travel from the concept of opportunity to various criteria of entrepreneurial opportunity to discovering and creating opportunities and value creation. Each section again culminates into a 'See, Do, Repeat' section, emphasising the importance of practice-based learning. Chapters 4, 5, and 6 delve into the next section of the Model, namely 'Doing.' White takes the readers through various concepts of moving from intention to action. The practice section of each chapter comes up with a practical guide of See, Do, and Repeat stages that successfully bridge the gap between theory and practice. It is essential to mention

the compact description of entrepreneurship education in chapter five here as the chapter discusses all the important components of entrepreneurship education. The chapter remains beneficial for not just entrepreneurs but also for educators. Chapters 7, 8, 9, and 10 bring out the last section of the conceptual Model and delve into the 'Repeating' part of the practice of entrepreneurship. This third section explores competencies such as resilience, optimism, winning over the fear of failure, choosing the right thing, skilfully round-up the discussion towards its conclusion, underlining the fact that entrepreneurship is a journey of transformation and change.

The author has interestingly put herself within the discussion while dealing from an academic establishment viewpoint. A Series of interviews that she has taken, her personal experiences of 30 long years, and real-life stories turn this book dealing with a heavy standpoint of entrepreneurship into an easy-to-read handbook. Her conversations with guests in her podcast series have inspired several stories White has shared in her book. These stories enable the readers to be motivated and understand and learn insight and action steps towards achieving their entrepreneurial dreams. The mention of different names and anecdotes, such as Edouard Carrie - a young student from Haiti, Donna Salyers - founder and CEO of a Faux Fur Business, Benson Riseman - co-founder of Green Dot, Traf-O-Data - Bill Gates' failed startup, Jeff Civilico - the young man who loved juggling, etc. exhibit how the book deals with a solid story-telling base to showcase and prove its significant points. And that is when White stands amongst her readers, guiding them through every turning bent of the journey path.

The book comes along with a guidebook *Exploring the Practice of Entrepreneurship* that provides to-do action points based on the concept that is already discussed in the book *See, Do, Repeat: The Practice of Entrepreneurship*. This guidebook, like a manual, directs the readers to navigate the path of entrepreneurship, crisscrossing the hurdles and learning from them. The guidebook that follows a scientific approach shows that every entrepreneur's experience is an experiment. The guidebook shows step-by-step how to work and apply the competencies that were discussed in the conceptual model "See Do Repeat." The guidebook is accompanied by an assessment section that would enable readers to build their own entrepreneurial practice. *See, Do, Repeat: The Practice of Entrepreneurship* and *Exploring the Practice of Entrepreneurship* need to be read together as that would imbibe a holistic approach bridging the gap between theoretical concept and practice. Used together, the suggestions, assessments, and exercises provided in the books will help readers form their own practice of the three competencies of entrepreneurship, as propagated by the author.

The most intriguing part of the book is White's delineation of the power of the entrepreneurial practice in an individual's life. With a deft stroke of narration, White summarises how "*See, Do, Repeat*" are not just the stages of the broader periphery of the conceptual Model, but exist at every minute stage, at every juncture that is embedded in the whole entrepreneurial journey. The author rightly explains that to be entrepreneurial is to be empowered to create and act on opportunities and learn from past failures to apply the same wisdom to practice.

Another interesting stance of White's book is bringing in the analogy of yoga, meditation, Zen Buddhism, enlightenment, etc., with the creative mental process and the conscious efforts of calm and attentiveness in entrepreneurship. And this uniquely makes the premise of the book effortlessly universal.

Though the originality of the concept of White's book may be undecided, the innovative approach and utilisation of the conceptual Model make White's handbook on entrepreneurship worth reading. The book is friendly to the readers, beginning with its title to the design and the softcover. Vladimir Horowitz's quote, as used in the book, "The difference between ordinary and extraordinary is practice," sums up the primary teaching of White's book that empowers the readers by enabling application-oriented learning for entrepreneurial success.

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