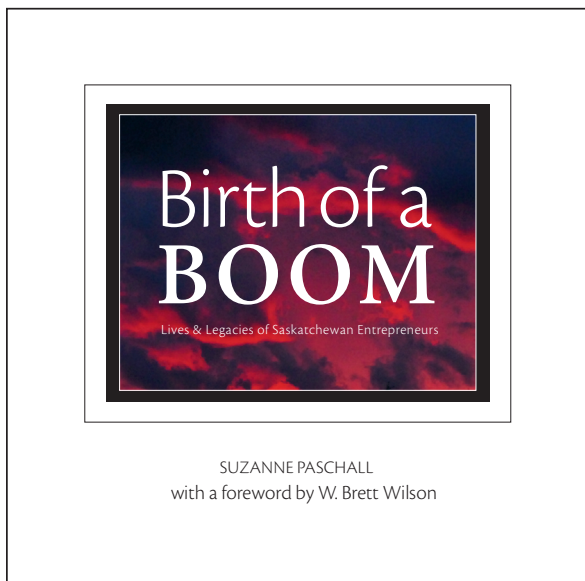


Suzanne Paschall

Birth of a **BOOM** Lives & Legacies of Saskatchewan Entrepreneurs



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Author Suzanne Paschall

A colourful coffee-table book that could perhaps best be described as an inspirational roadmap of invaluable lessons for anyone considering becoming that most independent of business creatures...the entrepreneur.

In words and stunning colour and historical black and white photographs, this book is a fresh, diverse, behind the scenes look at how Saskatchewan entrepreneurs have succeeded. It is also a proud and inspiring historical account of generations of forebears, mostly immigrants, who came to Saskatchewan and worked hard to create a better life for their families and communities.

The book includes a foreword by well-known entrepreneur and CBC TV's Dragon's Den panelist W. Brett Wilson; an introduction; and, 13 compelling and surprisingly personal stories of individuals and families who created and sustained some of Saskatchewan's most successful companies.

With a chapter-by-chapter reference section and index, the book serves equally as a general interest non-fiction book and a supplemental textbook for business and entrepreneurial students and programs.

Suzanne Paschall uses her background as a former journalist, and as an entrepreneur, to introduce the notion that the recent economic "Saskaboom" didn't occur overnight, but has, in fact, been developing quietly, slowly, over generations of entrepreneurial activity. She contends that through their innovation and job and wealth creation, small and medium-sized businesses are a major reason for the province's "new-found" prosperity.

Debra Marshall's spectacular feature portraits introduce the reader to the subjects of each of these never-before-told stories.

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