

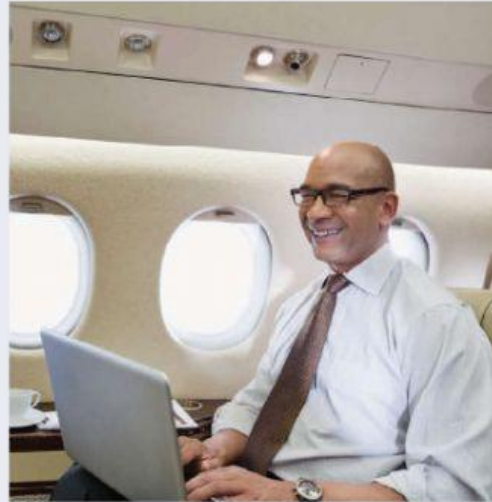
10

Businesspeople and business leaders

A Businesspeople and entrepreneurs

A **businessman**, **businesswoman** or **businessperson** is someone who works in their own business or as a manager in an organization.

An **entrepreneur** is someone who starts or **founds** or **establishes** their own company. Someone who starts a company is its **founder**. An entrepreneur may found a series of companies or **start-ups**. **Entrepreneurial** is used in a positive way to describe the risk-taking people who do this, and their activities. Some entrepreneurs leave the companies they found, perhaps going on to found more companies. Others may stay to develop and **grow** their businesses.



Note

The plural of **businessperson** is **businesspeople**. **Businessperson** and **businesspeople** can be spelled as two words: **business person**, **business people**.

Found is a regular verb: past tense and past participle are **founded**.

Establishment is used to talk about the act of founding something as well as a particular organization, or part of one.

Some English speakers believe it is not correct to use **grow** as a transitive verb in this context.

Note

Entrepreneur is used in combinations such as **internet entrepreneur**.



B Leaders and leadership

A large group of companies mainly owned by one person or family is a **business empire**. Successful businesspeople, especially heads of large organizations, are **business leaders**, or in slightly old-fashioned journalistic terms, **captains of industry**.

There is a lot of discussion about whether people like this are born with **leadership skills**, or whether these can be taught.

C Magnates, moguls and tycoons

People in charge of big business empires may be referred to, especially by journalists, as **magnates**, **moguls** or **tycoons**. These words often occur in combinations such as these:

- **media magnate**
- **property mogul**
- **software tycoon**

Exercises

10.1 Use words from A and B opposite to complete the missing words.

The big place for people starting their own companies – for (1) _____ – is, of course, the internet. Take Sergey Brin and Larry Page. They met while doing their doctorates at Stanford, where they were encouraged to develop their mathematical research on the world wide web. Brin and

Page are both very (2) _____. They (3) _____ Google together in 1998: some of the investment in the (4) _____ came from Andy Bechtolsheim, one of the founders of Sun Microsystems.

Now Brin and Page are both very rich, with their own Boeing 767. In

2006, Brin and Page appointed Eric Schmidt to develop and (5) _____ the business. Like many entrepreneurs, they felt that they did not have the (6) _____ skills to head up and inspire a large business (7) _____.

10.2 Who are these famous businesspeople? Use the expressions below to describe them.

electric car entrepreneur
property tycoon

e-commerce mogul
retail entrepreneur

social media website founder
banking entrepreneur



Güler Sabancı (b. 1955)



Cath Kidston (b. 1958)



Jack Ma (b. 1964)



Elon Musk (b. 1971)



Zhang Xin (b. 1965)



Mark Zuckerberg (b. 1984)

Over to you

- Who is your country's most famous entrepreneur? What is this person famous for?
- In your opinion, are entrepreneurs born or made?