



# Business and Entrepreneurship in Saudi Arabia: Opportunities for Partnering and Investing in Emerging Businesses (Wiley Finance)

By Edward Burton

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**Business and Entrepreneurship in Saudi Arabia: Opportunities for Partnering and Investing in Emerging Businesses (Wiley Finance)** By Edward Burton

**An investor's crucial guide to the changing face of Saudi Arabian business**

*Business and Entrepreneurship in Saudi Arabia* is an essential reference guide, informing investors on the key issues that define how business will be done as the nation's family-owned businesses change hands. Supported by the U.S.-Saudi Arabian Business Council, this book introduces the reader to the new Saudi entrepreneur and explains why Saudi Arabia's boom deserves more of the world's attention. As the heads of family-owned businesses age and corporate boards are reshaped, business practices will be influenced by the ascension of the country's young leaders. Interviews with young Saudi entrepreneurs describe the challenges, triumphs, failed attempts, and successful endeavors they experience every day as time-tested traditional models bump up against more modern, innovative ideas and methods. The book's companion website features a variety of useful tools and documents that help readers implement the concepts presented, and the firsthand information provides deep insight into the future of these companies.

Saudi Arabia is profoundly influencing the technological advances of multiple industries through increasing collaboration and in-country partnerships with communities around the world. The evolution of the Kingdom's family-owned businesses is becoming more important to investors as young Saudis claim their legacies, and this book provides an insightful understanding of the changing nature of Saudi business.

- Meet the emerging entrepreneur class of Saudi Arabia
- Learn how the Saudi boom affects global business
- Discover what investors need to know about the Saudi economy
- Examine how time and technology is reshaping the way business is done
- Gain useful insight into the direction management of the Kingdom's growth will take over the next five years

The Saudi economy constitutes thirty percent of the Arab world's GDP, and sixty percent of the population is under the age of thirty. *Business and Entrepreneurship in Saudi Arabia* provides essential information investors need to navigate the changing tide of doing business in Saudi Arabia.

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### Editorial Review

#### From the Inside Flap

Alot has changed in Saudi Arabia since the discovery of oil, the first push for economic development, and the onset of industrial expansion. Now, the country makes up thirty percent of the Arab world's GDP, and the evolution of family-owned businesses is becoming more important to investors as young Saudis step up to claim their legacies. *Business and Entrepreneurship in Saudi Arabia* is your insider's guide to the changing face and mindset of the influencers occupying the C-suites inside the Kingdom.

This multidimensional look at the emerging new generation of business leaders comes with the rare wisdom of someone working day-to-day in the Saudi business world as both a government agent and a businessman. CEO and President of the US-Saudi Arabian Business Council (USSABC) Edward Burton brilliantly details a fresh picture of the new class of leadership, which includes those who take guidance from the customary ways of doing business as well as a growing number of pioneers who are changing the way business is done by influencing technological innovation and reimagining the role of business leaders. In an eye-opening walk through the highlighted history of the Saudi economy, he shows you how past leaders developed the nation's prosperity to not only get a seat at the G-20 table but also outperform many of the constituent members in under twenty years. Then, he connects the dots to clarify the strategic alliances and partnerships open to U.S. companies seeking a global competitive edge and gets you there fast and in proper form by providing a valuable tour of the Saudi marketplace, including:

- What it means to be an entrepreneur in Saudi Arabia
- The nuances of family-owned businesses, complete with firsthand profiles of major companies
- A comprehensive look at the Kingdom's Tenth Development Plan and its superseding economic compacts with the Saudi people, Vision 2030, and the National Transformation Plan, which detail strategies for Saudi Arabia's future growth

Whether you're investing capital or developing business, *Business and Entrepreneurship in Saudi Arabia* is the essential resource for operating like a pro in this lucrative economy.

#### From the Back Cover

### The Keys to Doing Business in the Kingdom

*Business and Entrepreneurship in Saudi Arabia* is the new, essential reference guide for anyone looking to do business and invest in Saudi Arabia. Supported by the U.S.-Saudi Arabian Business Council, this groundbreaking resource is your primer and insider's guide to the booming economy earning the world's attention and the numerous strategic opportunities now available to sharp leaders and investors who know how to operate in the Kingdom. Get to know the names of the major players, the political and economic histories, and the actionable approaches to smoothly operate under often confusing and complicated conditions. This single resource is all you need to:

- Understand the challenges and needs of young Saudi entrepreneurs in their own words
- Examine how global competitiveness and technology are redefining business
- Apply the useful tools and covered concepts in the real world

Unlock the fresh landscape of prospects in one of the world's youngest and wealthiest countries with *Business and Entrepreneurship in Saudi Arabia*.

#### About the Author

**EDWARD BURTON** is CEO and president of the USSABC. He works with the American and Saudi public and private sectors to promote the interests of the U.S.-Saudi Arabian bilateral commercial relationship. Ed has counseled hundreds of Fortune 500 companies, as well as small- and middle-tier firms in such industries as construction, medical and pharmaceutical, defense and security, information technology, power and water, and technical services.

#### Users Review

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###### **Eunice Bourque:**

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###### **Sarah Fernandez:**

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**Robert Alston:**

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