

NATIONAL RESEARCH
UNIVERSITY

INTRODUCTION TO ENTREPRENEURSHIP THEORY

LITAU
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Doctor of Philosophy (Ph.D.) in Economics and Management,
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In Karl Marx's Capital is stated

"A certain 10 per cent. will ensure its employment anywhere; 20 per cent. certain will produce eagerness; 50 per cent., positive audacity; 100 per cent. will make it ready to trample on all human laws; 300 per cent., and there is not a crime at which it will scruple, nor a risk it will not run, even to the chance of its owner being hanged.

If turbulence and strife will bring a profit, it will freely encourage both. Smuggling and the slave-trade have amply proved all that is here stated..."

Entrepreneurial phenomenon

Sociological approach:
In the active developmental stage

Psychological approach:
In the stage of formation

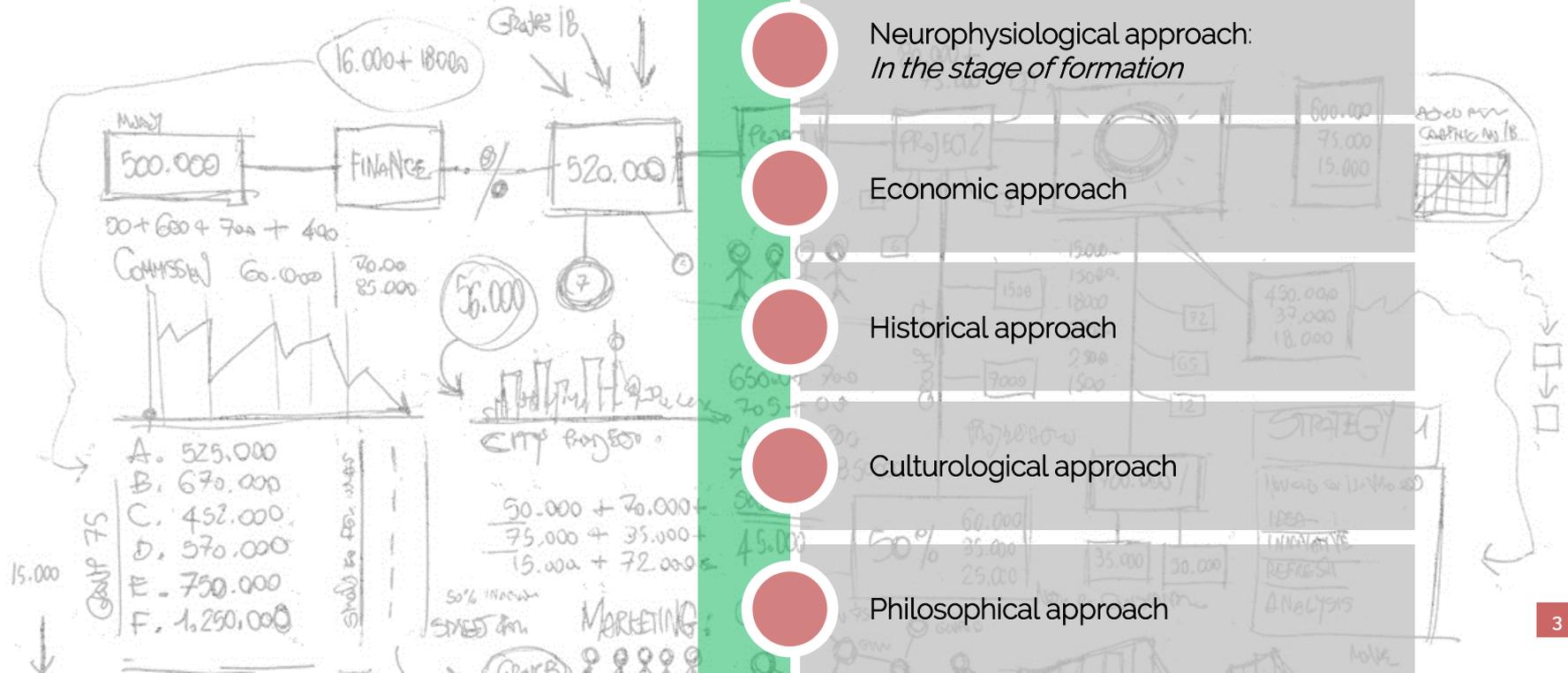
Neurophysiological approach:
In the stage of formation

Economic approach

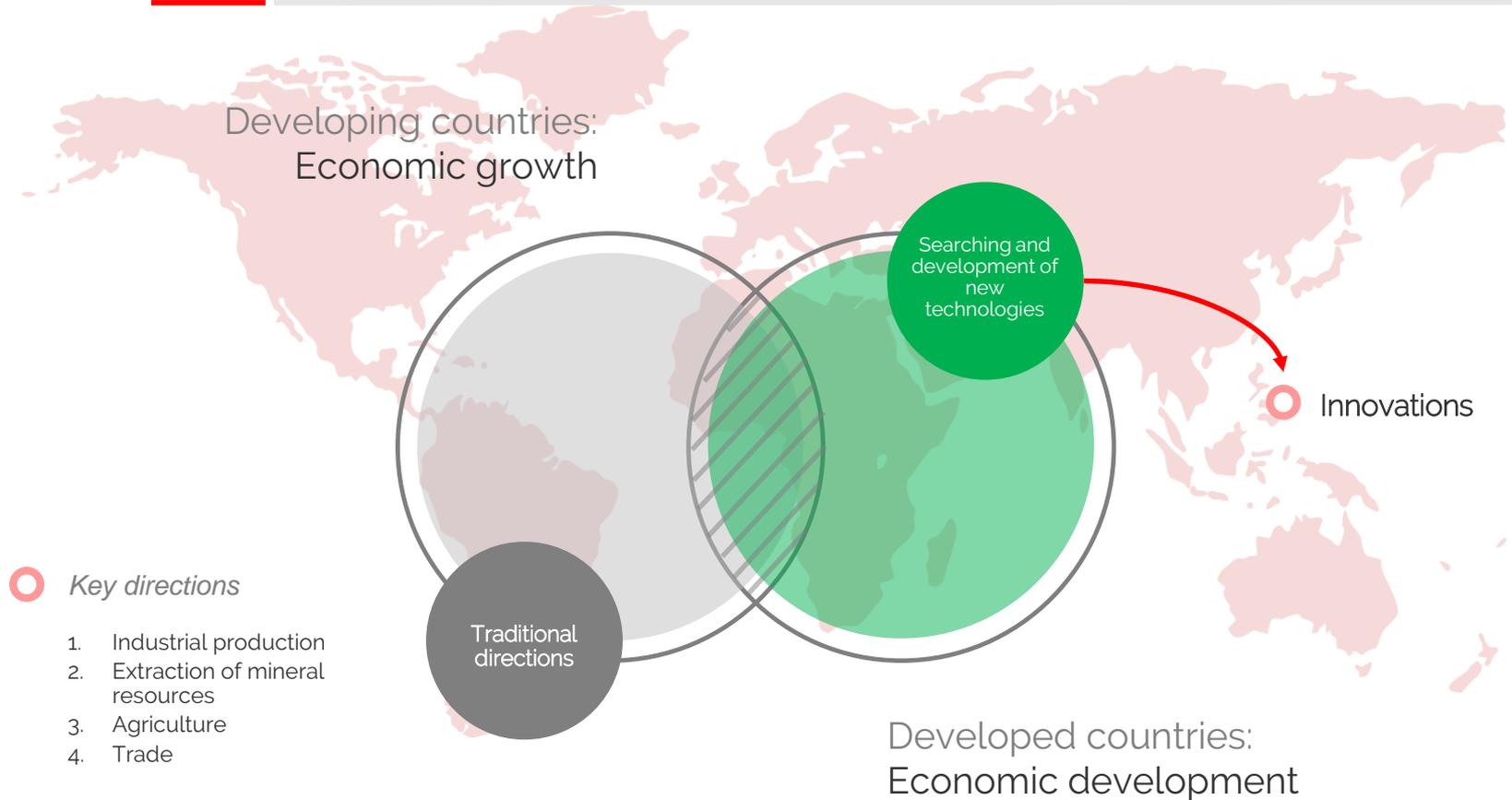
Historical approach

Culturological approach

Philosophical approach



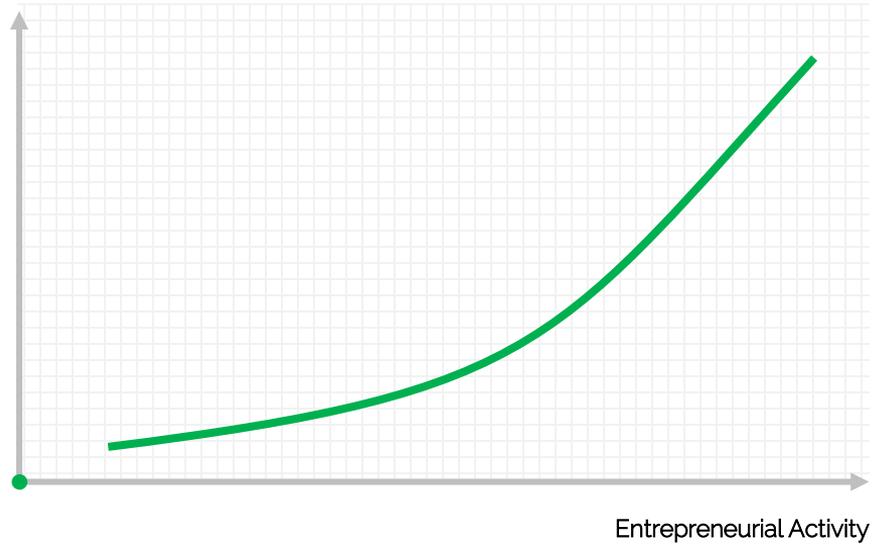
The Dialectics of Entrepreneurial Creativity



The Dialectics of Entrepreneurial Creativity



Competition Development Level

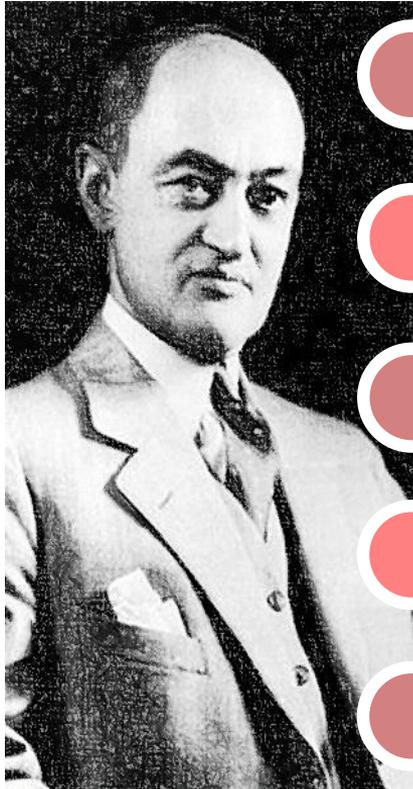


Economic freedom



Political freedom

The dialectics of Entrepreneurial Creativity



The production of a new good/ new quality characteristic of this or that good

The introduction of the new method/ mode of production

Mastering of a new target market

Obtaining of new source of raw materials or semifinished articles

Conducting of the appropriate reconstruction

Who is an innovator entrepreneur?

CREATIVE DESTRUCTION

Creative destructors:



Elon Musk



Steve Jobs



Henry Ford

Key feature:

Non-systematic approach

Method of decision making:

Unwillingness to delegate responsibilities

Attitude to risk:

Risk-prone

Attitude to mistakes:

Not afraid

Decision making:

Independent, individual, opposed to collective opinion

Goal:

Idea implementation



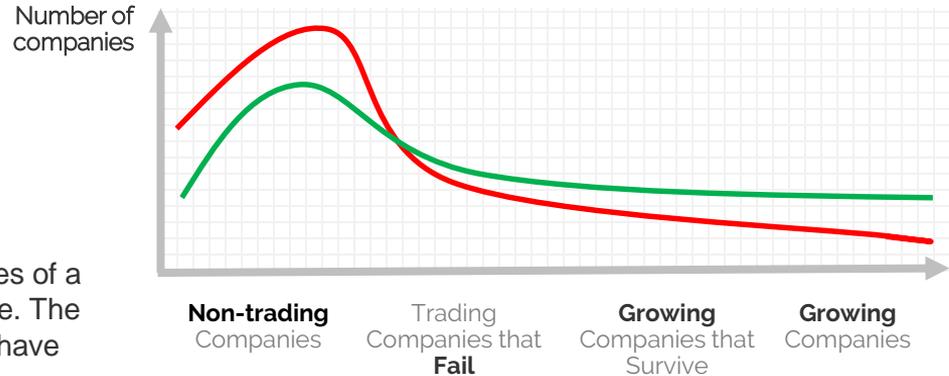
It is expressed in the tendency to implement an idea, regardless of generally accepted rules

** The most significant and the least researched feature of risk-prone behaviour of the subject*

The policy of state intervention in the economy

Hölzel et al., speculating on the question whether a government should support existing small and medium-sized enterprises ("Policy 1") or should concentrate on creating new ones ("Policy 2"), suggested the following typology.

The horizontal axis represents the consecutive stages of a company growth and their development success rate. The vertical axis shows the number of companies that have reached each developmental stage.



Policy 1

The main focus of the policy is to support existing companies and help them to grow and use market resources sufficiently.

As a result of such a policy the amount of startups will decrease, but the amount of businesses that are able to survive in the market and encourage a company's growth will soar.

Policy 2

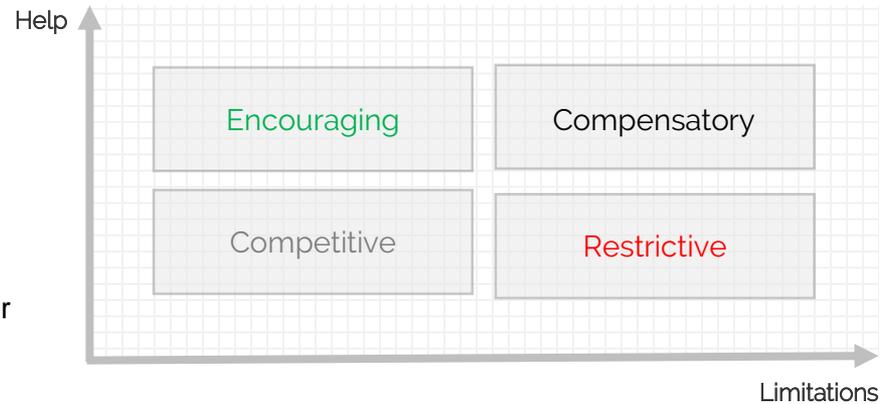
The policy encourages the rapid growth in number of startups in order to help potential entrepreneurs to take risk to set up their business. However, as a result of such a policy a great amount of companies are not able to start trading activity, whilst the companies engaged in the trading activity have to withdraw from the market.

The policy of state intervention in the economy

Dennis developed the conceptual scheme based on the rate of state intervention in the form of either help or imposed limitations.

Encouraging

Countries impose some limitations, but provide support for small-scale business at the expense of the state budget.



Competitive

Countries with free market economy hardly ever use direct supportive measures, but also are not willing to impose unnecessary limitations to small and medium-sized enterprises development.

Compensatory

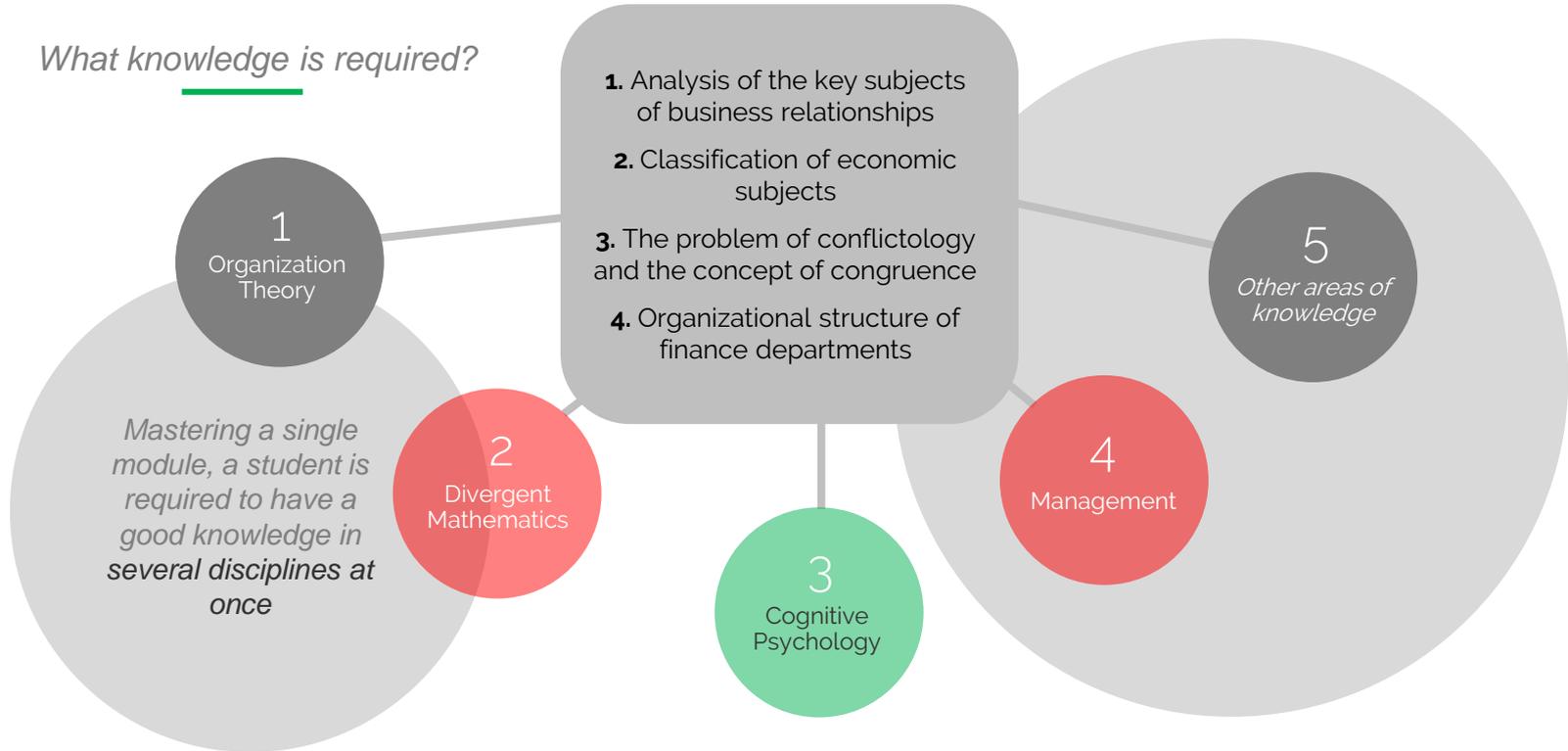
Countries that actively interfere in the economy, on the one hand, tend to impose laws and regulations to restrain activities of small and medium-sized enterprises. On the other hand, they provide different support measures as well.

Restrictive

Countries are able to provide relatively low level of support that can not efficiently compensate for number of limitations for development of small and medium-sized enterprises.

The example of interdisciplinary approach: "Emerging Projects Management"

What knowledge is required?





The main types of **business relationships**

	ENTREPRENEUR	MANAGER	INVESTOR	EPIGONE
Key feature	<i>Non-systematic approach</i>	<i>Systematic approach</i>	<i>Constant analysis</i>	<i>Non/Systematic approach</i>
Method of decision making	<i>Unwillingness to delegate responsibilities</i>	<i>Willingness to delegate responsibilities</i>	<i>Capital management without other</i>	<i>Un/Willingness to delegate responsibilities</i>
Attitude to risk	<i>Risk-prone</i>	<i>Fear / risk calculating</i>	<i>Search for the most acceptable ratio of risk and profit</i>	<i>Ability to take relatively safe risk</i>
Attitude to mistakes	<i>Not afraid</i>	<i>Trying to avoid them compulsively</i>	<i>Not afraid, although tries to avoid</i>	<i>Prefers to avoid mistakes and invest in ensured result</i>
Decision making	<i>Independent, individual, opposed to collective opinion</i>	<i>Collective decision making, tendency to avoid full responsibility and safe decisions</i>	<i>Decision making based on expert judgments (personal or not)</i>	<i>Based on the previous experience, as a rule not personal one</i>
Goal	<i>Idea implementation</i>	<i>Career growth</i>	<i>Maximum profit from investment</i>	<i>Self realization/ acquisition of income</i>

Convergent *approach*

Managers

+

Investors



Bill Gates



Warren Buffett

Divergent *approach*

Entrepreneurs

+

Epigones



Elon Musk



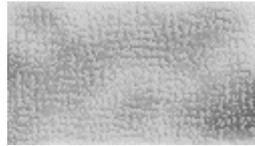
Amancio Ortega

Innovation: forms of appearance

Thus, innovation can manifest in three different forms of appearance:



Launching a new product that has a demand in the market, not necessarily means that it is the innovation.



Innovative product

The improvement in design or some functional qualities of a product or service



Innovative process

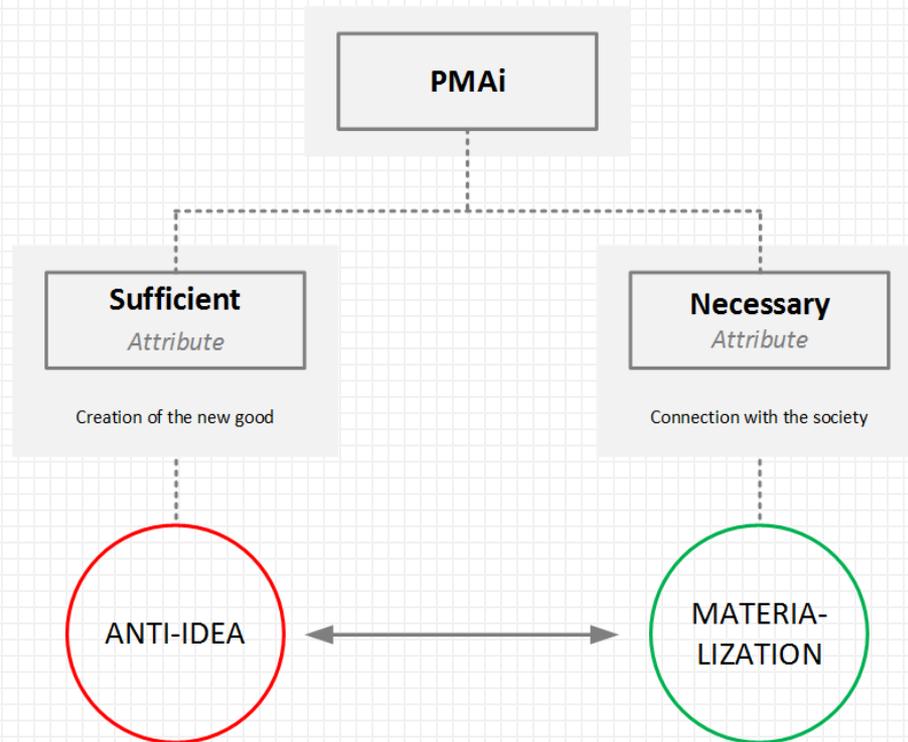
The improvement in production, assembly or delivery method that improves the quality or reduce the price



Innovative marketing

The improvement in marketing of a product or service or the implementation of a new business model that allows to enter new target markets

МОДЕЛЬ «PMAi»



Cognitive science



Interdisciplinary scientific study that combines theory of cognition, cognitive psychology, neurophysiology, cognitive linguistics, non-verbal communication and artificial intelligence theory

Divergence



Some examples of areas *that inspire divergent thinking:*



Marketing



Divergent
Mathematics



Risk taking



Game
Theory

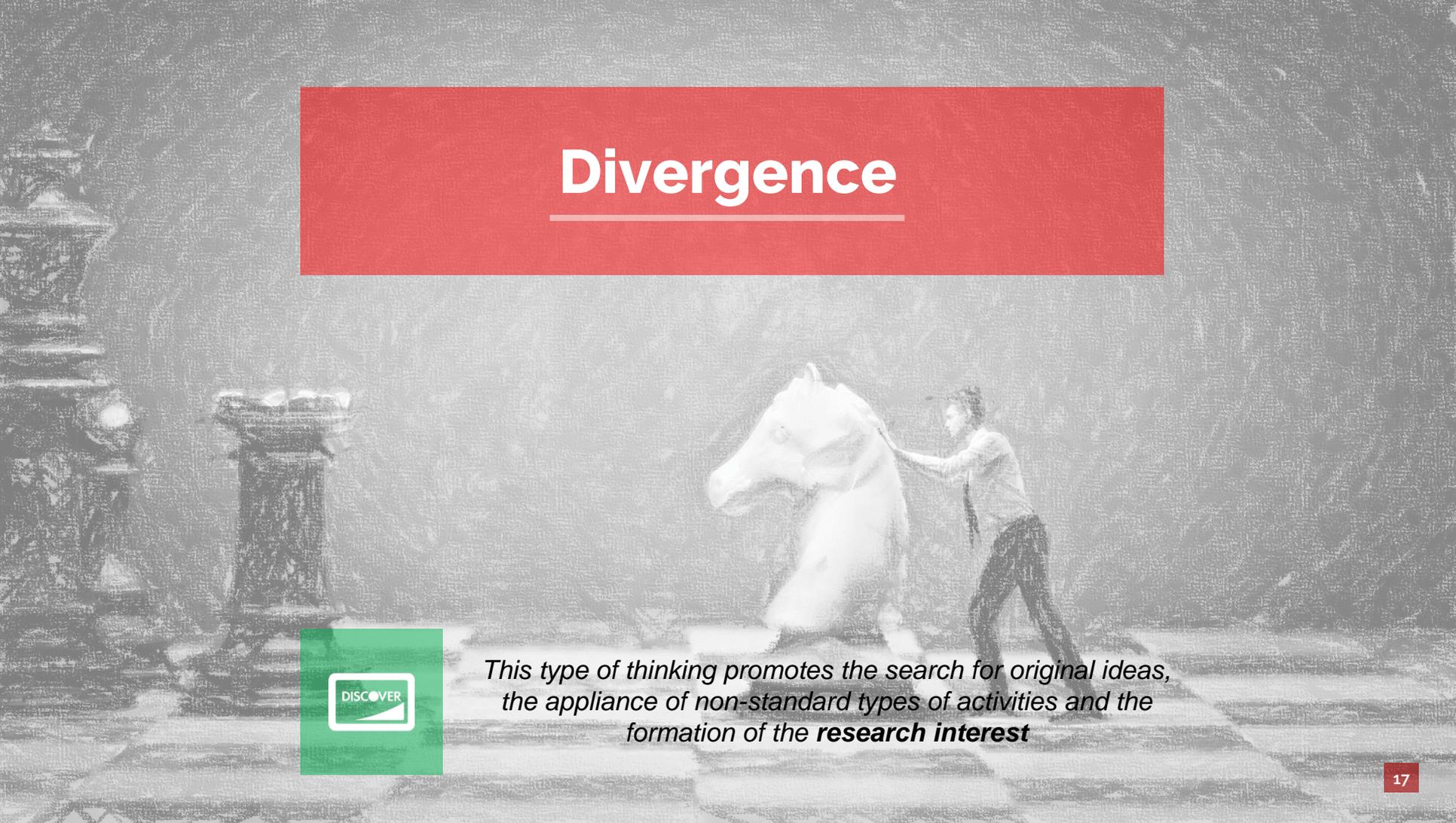


Divergent
thinking

Key features

- ★ flexibility in thinking and acting;
- ★ speed thinking;
- ★ ability to express new ideas;
- ★ ability to invent something new;
- ★ nonconformity;
- ★ luxuriant imagination;
- ★ perception of outstanding things;
- ★ high aesthetic values;
- ★ developed intuition (*Kahneman*)

Divergence



DISCOVER

*This type of thinking promotes the search for original ideas, the appliance of non-standard types of activities and the formation of the **research interest***

Academicism



- Philosophy
 - Sociology
 - Logics
- Theory of State and Law
 - Aesthetics
 - Art History (*culturological course*)

History *in the context of interdisciplinary approach:
history and history of economic studies*

- Organization theory
 - Economics
- Ethics
 - Economic geography
 - Science of science *includes a mandatory review of modern achievements, as well as the demonstration of a logical feedback of a particular scientific paradigm development*

Academicism VS Transdisciplinarity



ACADEMICISM



Profound knowledge; structuredness; elitism



Conservative approach is mostly focused on acquiring theoretical knowledge in the field



TRANSDISCIPLINARITY



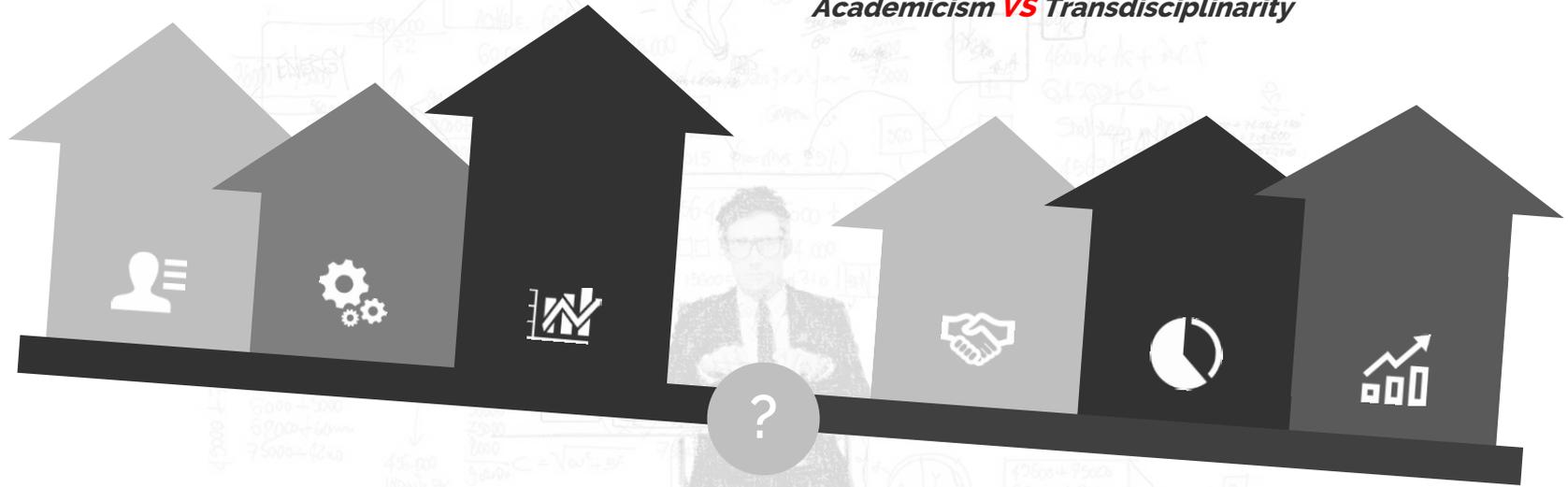
Rejection of disciplinary limitations; synthesis of theoretical knowledge and technology; transdisciplinary research is able to tackle the complexity of the world



The replacement of certain academic disciplines by some integral courses often leads to a loss in the quality of education

"The Glass Bead Game"

Academicism *VS* Transdisciplinarity



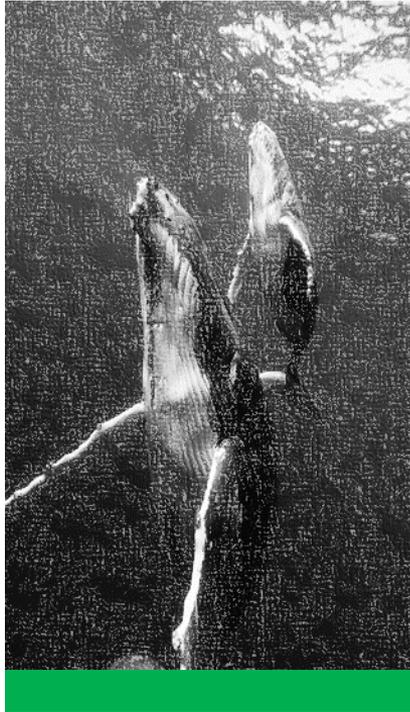
ACADEMICISM

Requires the acquisition of profound knowledge that is necessary for a harmoniously developed personality

TRANSDISCIPLINARITY

The way of broadening the scientific view of the world that is expressed in considering a phenomenon outside the framework of a single scientific discipline

Three pillars of modern education



1

ACADEMICISM

2

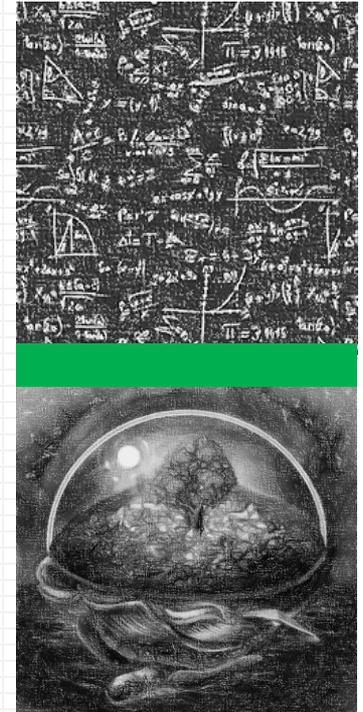
DIVERGENCE

The search for original ideas, the appliance of non-standard types of activities and the formation of the research interest

3

COGNITIVE SCIENCE

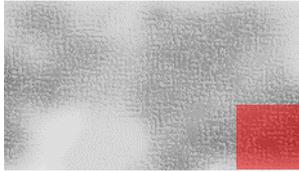
Interdisciplinary scientific study that combines theory of cognition, cognitive psychology, neurophysiology, cognitive linguistics, non-verbal communication and artificial intelligence theory



Global Monitoring of Entrepreneurship *(economic types)*

	Resource-based economies	Effectiveness-based economies	Innovation-based economies
Countries	<p><i>Algeria, Bangladesh, Venezuela, Guatemala, Iran, Pakistan</i></p>	<p><i>Argentina, Barbados, Bosnia and Herzegovina, Brazil, Hungary, China, Colombia, Latvia, Lithuania, Malaysia, Mexico, Panama, Peru, Poland, Russia, Romania, Slovakia, Thailand, Trinidad and Tobago, Turkey, Uruguay, Croatia, Chile, South Africa</i></p>	<p><i>Australia, Belgium, Great Britain, Germany, Holland, Greece, Denmark, Ireland, Spain, Norway, UAE, Portugal, Republic of Korea, Singapore, Slovenia, USA, Taiwan, Finland, France, Czech Republic, Switzerland, Sweden, Japan</i></p>
Key features	<p>Companies compete on price by using the basic factors of production, mainly unskilled labour and natural resources</p>	<p>Efficient production in order to increase productivity. Competitive capacity is achieved through the development of education and its quality, the market efficiency and the ability to benefit from existing technologies.</p>	<p>Economy must produce innovative goods by applying the complex methods of production (<i>ICT</i>). A company will be able to survive in the market if it competes on the basis of innovation.</p>

What is innovation?



Innovation can be seen as the search of a new way of usage of the well-known products.



Is the seller of refrigerators for Eskimos **innovator**?

A seller who has succeeded in selling refrigerators to Eskimos (e.g. to protect food from overfreezing) can be considered no less an innovator than a person who developed a fundamentally new process or invented a new product.



Selling refrigerators for storing fresh food to Eskimos can serve as an example of a new market entry. Selling refrigerators to Eskimos to protect food from overfreezing per se is a new product creation. Certainly, from a technological point of view, we are dealing here with an old product, i.e. a refrigerator. However, from an economic point of view, we are dealing here with the innovation.



First of all, innovation should not be confused with invention. Innovation is more of an economic than of a technological term. Non-technological (e.g. social or economic) innovations are as important as technological ones.

The Dialectics of Entrepreneurial Creativity



Verbal-linguistic

Lawyers, journalists,
writers



Visual-spatial

Designers, architects,
stylists, philosophers



Interpersonal

Actors, politicians,
managers, counselors,
social workers



Logical-mathematical

Programmers, physicists,
mathematicians, analysts,
financiers



Bodily-kinesthetic

Dancers, sportsmen
builders, athletes



Naturalistic

Botanists, farmers,
chefs, sailors, animal
trainers



Musical-rhythmic and harmonic

Musicians, linguists



Intrapersonal

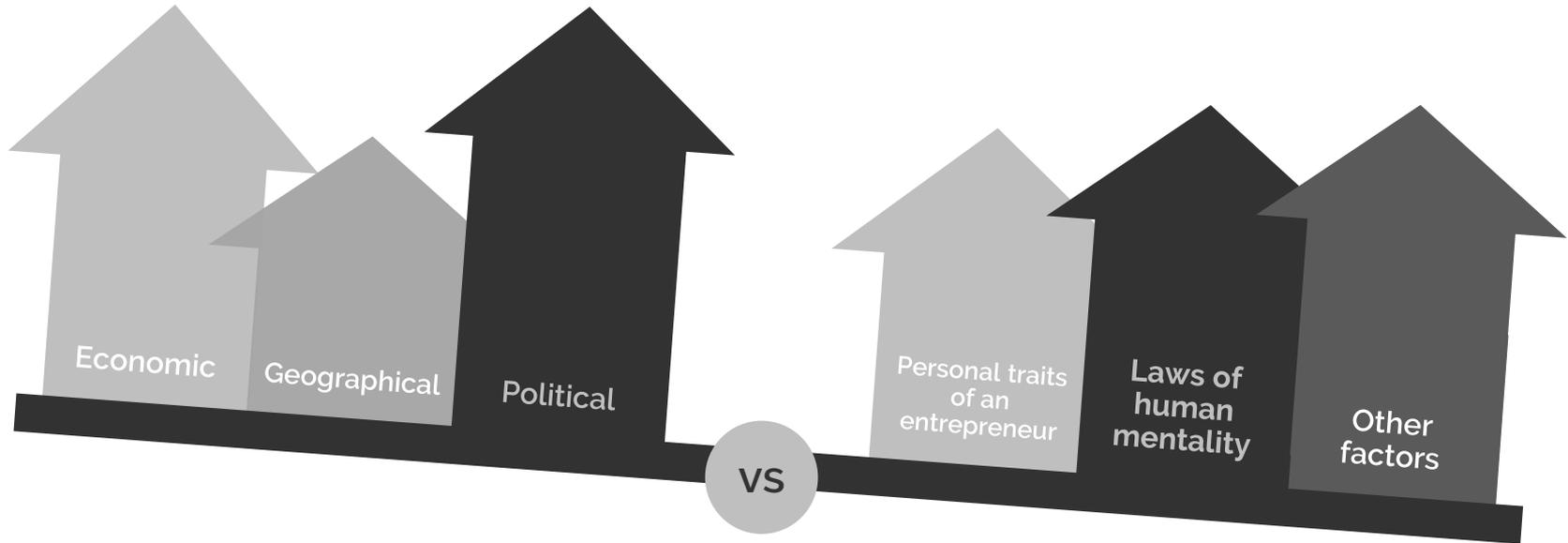
Psychologists



Entrepreneurial

Entrepreneurs,
innovators

What factors influence the development of small enterprises?



EXTERNAL FACTORS

The similarity in the statistical data from different countries indicate that external factors do not play a significant role in the development

INTERNAL FACTORS

Although entrepreneur traits are widely studied, the influence of psychophysiological aspects on development of small businesses, as a rule, remain unnoticed

MOST OF THE ENTREPRENEURS ARE NOT THE ENTREPRENEURS “PER SE”

THE ADAM SMITH BAKER



It's difficult to consider “Adam Smith Baker” an entrepreneur. Their main objective is to bake bread and to make a self-profit without thinking about the common good, although the common good increases as a result of their business activity.

“Adam Smith Bakers” are not an entrepreneurs. Why? Due to the fact that they do not grow their business.

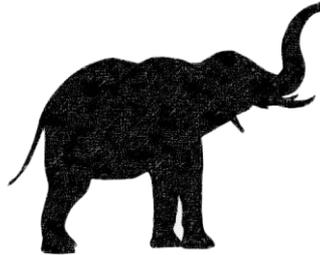


- Such entrepreneurial activity represents the way of self-employment in order to gain profit
- > 90% of business entities are “Adam Smith bakers”



“GAZELLES”

As the outcome of a numerous research in the field of entrepreneurship (*David Birch, Zoltan Ex, David Audretsch, William Gartner and others*) it was established that there exist a small number of companies that can maintain both high dynamics and sustainable growth. They were called “gazelles”.



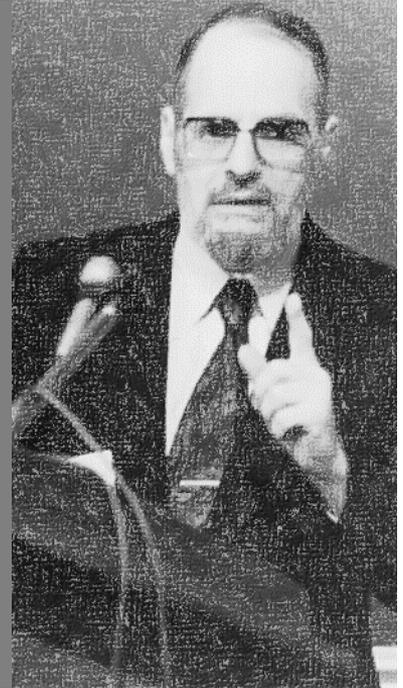
According to their calculations, the number of “gazelles” does not exceed 4% of all the companies in the market

- *It can be concluded that only a small number of companies are able to overcome the transition from small to medium-sized enterprises (according to the various sources, the share of medium-sized enterprises in developed countries **ranges from 1 to 4%**)*

F. Knight I. Kirzner *

* *Kirzner supplemented Schumpeter's theory with vital elements such as information, knowledge and recognition of possibilities*

Both Knight and Kirzner's models were based on the general equilibrium. In other words, they were based on the neoclassical model of economics, which considered the optimization of all the resources in a stable environment and any economic shocks, such as the growth of new firms that initiated the development of whole new industries, as “manna from heaven” and good luck from the outside.



Schumpeter's Model



The bond between entrepreneurship and economic growth

Schumpeter emphasizes **the power of** "creative destruction" **of the innovator entrepreneur**. He was the first to challenge the neoclassical economics.

Economic growth is the result of performance of an enterprise through the creation of innovation

In his main work he outlined his own theory of economic development showing it as the endogenous process of economy swaying that takes place within the framework of capitalism in order to get it out of its equilibrium and transform it in the state of the "creative destruction".

This global phenomenon includes the formation of new combinations of production factors, which Schumpeter calls "enterprises", those that we could equally understand as "innovations", and the people who create them as "entrepreneurs". These new combinations "usually ... borrow all the necessary means of production from some old combinations".

The Innovator Entrepreneur is the factor of production *

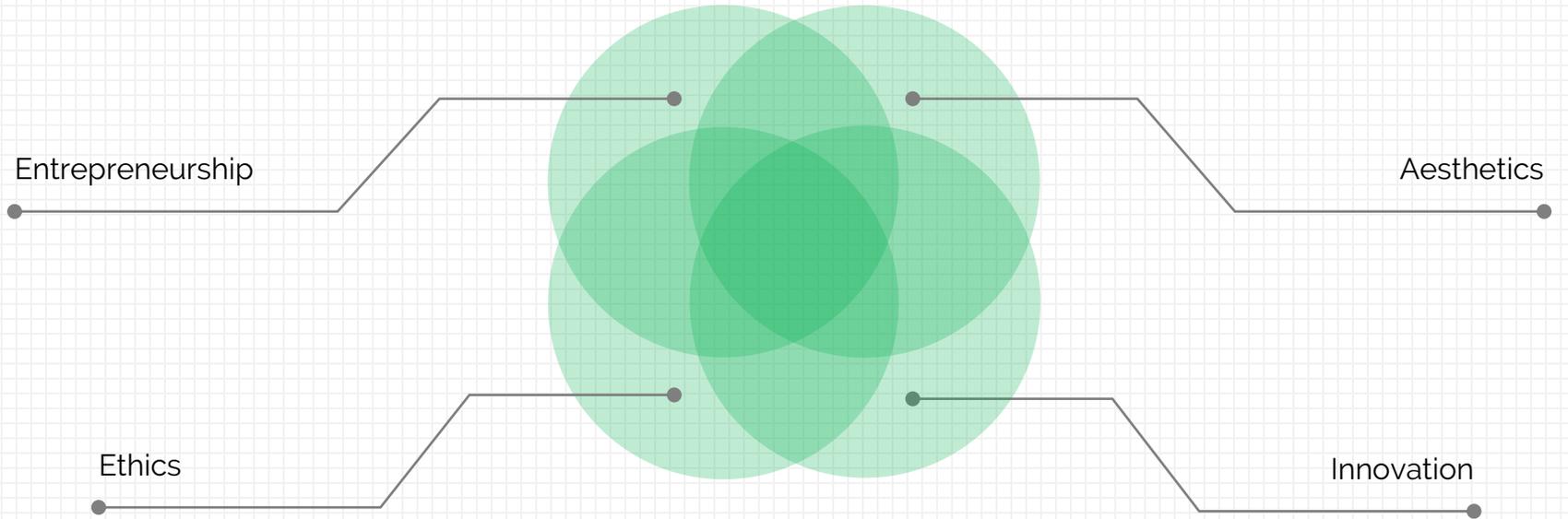
* Schumpeter wrote about this factor back in 1911 in his book "The Theory of Economic Development"



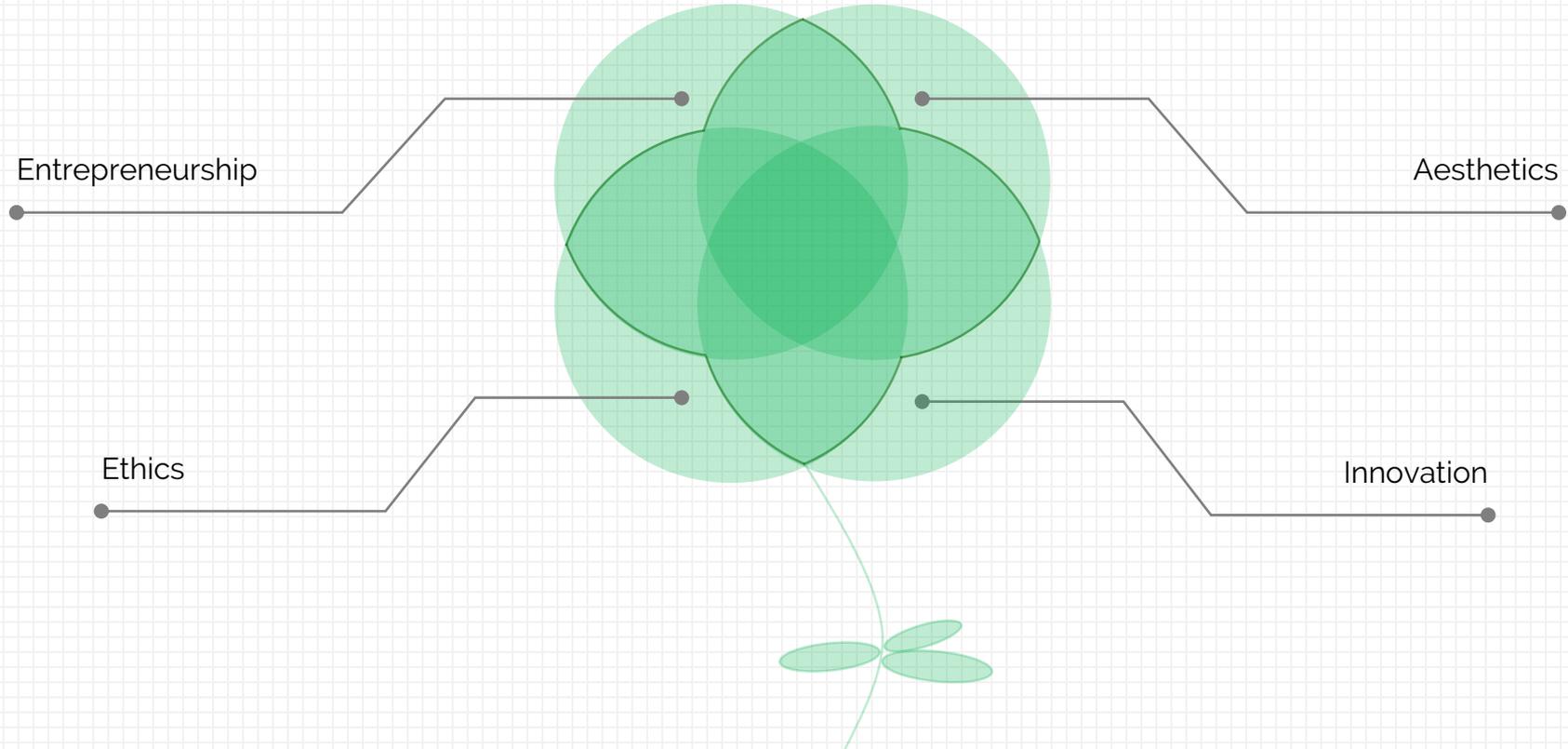
The definition of entrepreneurship

The conceptions of entrepreneurship have been transforming over the years. Even today there is still no scientific consensus on this category

The most well-known definitions were proposed by **Schumpeter, Knight and Kirzner**



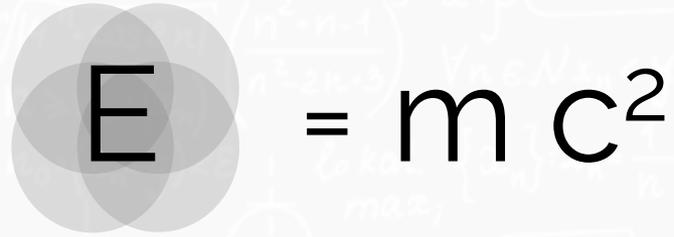
THE FOUR-LEAF CLOVER – “THE SYMBOL OF LUCK”





“THE GREEN ECONOMY”

- Postmodernism
- Resource Based Economy
- Environmental Economics
- Anti-growth
- International Relations Theory
- Anti-consumerism
- Green politics
- Anti-globalization movement
- Green anarchism

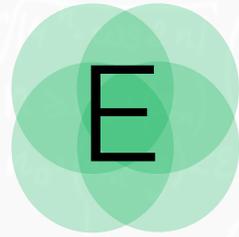

$$E = m c^2$$

where...

E energy **m** mass **C** the speed of light

“The Formula of the Universe”

The fact that Einstein realized that mass and energy were convertible, was one of his greatest achievements as a physicist.


$$E = m c^2$$

where $m = e^3$ and...

E entrepreneurship

E ethics **e** economics **e** aesthetics

C creativity **C** cognitive sciences

The Entrepreneurial Vitality Model

*Entrepreneurship = Ethics * Aesthetics * Economics * Creativity * Cognitive Sciences*

MARCEL DUCHAMP – “FOUNTAIN”

A fragment of reality is not withdrawn from it in order to collide it with the hand-made parts of the picture or to turn it into a symbol. It is withdrawn for the sake of the withdrawal itself and derives its meaning, its unique effectiveness from the fact that it is cut off from everything that surrounds it.



Taking a step further and refusing even to balance on the narrow strip of uncertainty separating the sign from the signified, Duchamp comes to a complete denial of the meaning of symbolization per se and transfers all interest to the very fact of choosing one or another sign.

DAMIEN HIRST - THE FORMALDEHYDE SHARK



DAMIEN HIRST- "FOR THE LOVE OF GOD"

"I don't like to
theorize"

https://www.youtube.com/watch?v=-ofpWn4Uak&list=LL0ZfsW-eF7qNtVvf_LOP3A





PARFENON

PARFENON



The essence of beauty lies in strict order, symmetry, harmony of the particular and the whole, correct mathematical relations.



0,618

At the heart of everything was the "golden ratio" - the division of a quantity into two parts in such a way that the ratio of the greater part to the lesser is equal to the ratio of the entire quantity to its greater part, i.e. the equality as: $A : B = B : D$



There are almost no straight lines in the geometry of the temple, all of them are either inclined or curved in order to ultimately obtain the desired proportions and visual effect.



The corner columns in the Parthenon are thicker than the rest, and are placed close to them. The distance between the columns is also different: the so-called optical corrections have been introduced into the Parthenon design.



COLOSSEUM

COLOSSEUM

- The whole structure of the building is based on a Roman invention - an arch, a vaulted structure, symmetrical to the vertical axis. Due to the fact that this element is repeated tier after tier, the building looks solid and harmonious.
- Architecture always operates with certain geometric shapes. The center of the building is an oval-shaped arena, not only convenient for holding battles and theatrical performances, but also for viewing, as are the steps of the amphitheater going up.



And this is how a modern interpretation of the world famous masterpiece of architecture looks like: **Square Colosseum in Rome.**

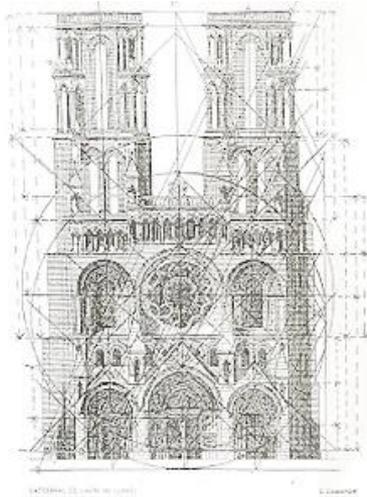




NOTRE-DAME

NOTRE-DAME

- The western facade, the most famous one, is subject to the rules of axial symmetry. If you draw a straight line exactly in the middle, you will see that the sides to the right and left of are completely identical.
- If we keep in mind the rules of the golden ratio, we can see that the base of the western facade of Notre Dame Cathedral is a square, and the height of the towers of the facade is equal to half of the side of this square.



?

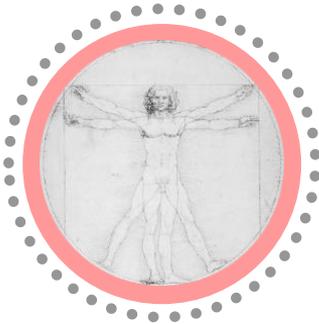
Why is Notre Dame the most magnificent early Gothic monument not only in France, but in the world? Answering this question, it is worth turning to **the principles of symmetry, harmony and the golden ratio.**



ST. PETER'S BASILICA

ST. PETER'S BASILICA

- The main part of the building has the shape of a Latin cross, the proportions of which are designed in accordance with the laws of the golden section (the transverse crossbar crosses the main one not exactly in the center, but slightly higher).
- The square in front of the cathedral is built on the principles of symmetry. It makes the colonnade that frames the oval of the square look even more grandiose.



A human being is able to feel harmony intuitively.

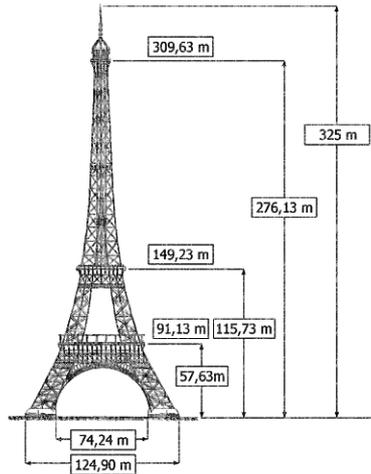
The objects that are harmonious attract us, and disharmonious ones repel.



EIFFEL TOWER

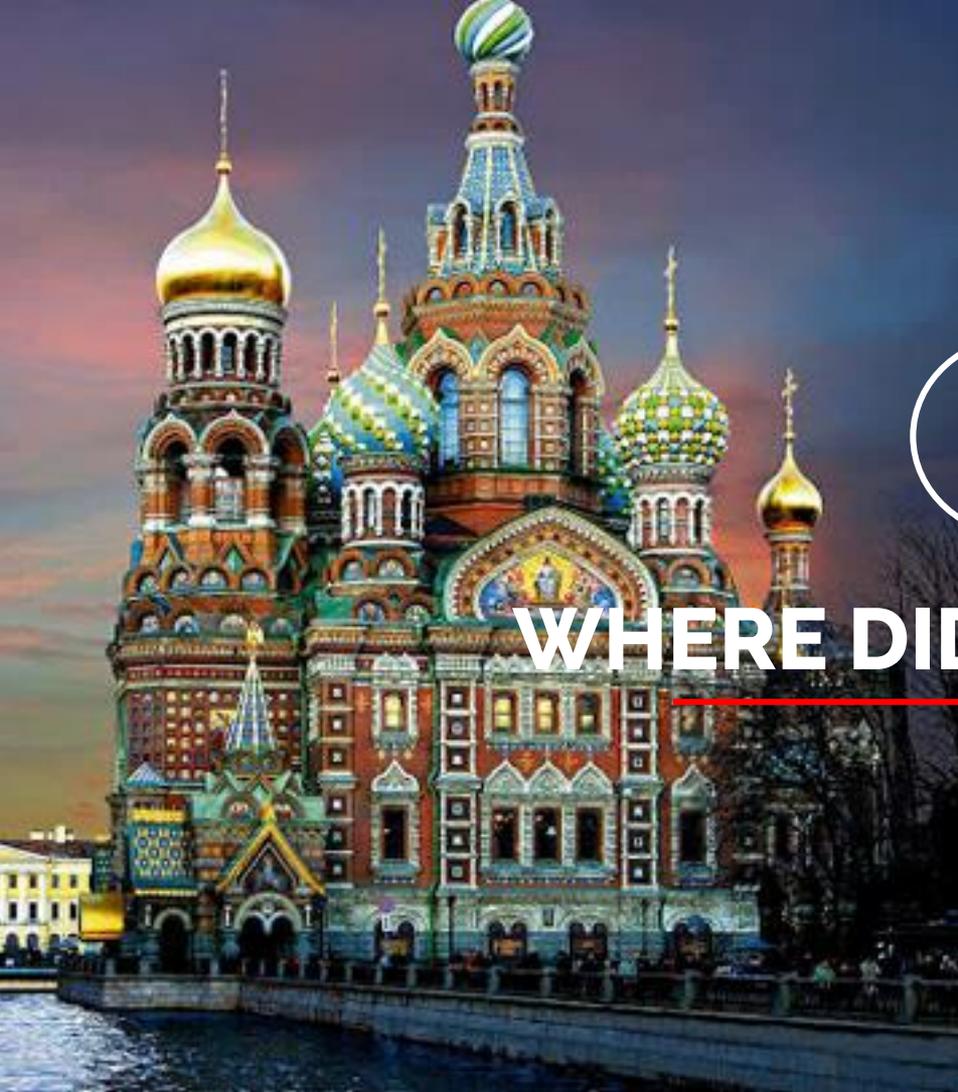
EIFFEL TOWER

- The silhouette of the Eiffel Tower is similar to a pyramid soaring upward. But the proportions of this pyramid are not accidental: it is based on the principles of the golden ratio. The structure of the tower is equally austere and graceful.
- It is the whole and complete architectural structure. Without any prejudice to its perception, it is impossible to change its proportions: you can not reduce or increase its height, compress or stretch it, take away one or another part.



I think the curves of the four pillars of the monument, as the calculations have provided them,... give it a great sense of force and beauty. ; they visually convey the boldness of the general plan; and the numerous spaces in the structural elements challenge the futile attempts of evil hurricanes to crush the building ...

Gustave Eiffel



WHERE DID WE END UP?



ST. PETERSBURG TOURISM STATISTICS

- The total tourist contribution to St. Petersburg economy (the total expenses of tourists in the city) in **2019** amounted to about **375 billion rubles**. In 2019, the tourist flow to St. Petersburg amounted to **10.4 million people**.



26,8%

Increase in tourist traffic at the end of 2019 compared to 2018



31 млрд *

Total consumption of paid services in tourism.



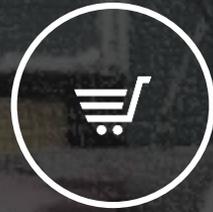
Rosstat data



4,4%

The share of tourism in St. Petersburg GRP





IKEA

IKEA

- According to Ingvar Kampard, IKEA founder: "Simplicity, beauty and practicality are integral parts of the tradition".



Natural beauty

IKEA uses natural beauty, stylizing it according to human needs. Design that uses sustainable, renewable natural materials is the main trend of the present and the future.

- The straight, sharp shapes of most of the IKEA items were taken from the design of the **Bauhaus** school. Geometry and colour play the most important role in Bauhaus graphics, which was used by Swedish designers.

- *The Bauhaus influenced not only artistic practices in the world, but also our daily life and thinking. Simplicity, functionality, geometric shapes, easily recognizable solid bright colours we can see it every day.*



iPhone



"I think there is a profound and enduring beauty in simplicity; in clarity, in efficiency. True simplicity is derived from so much more than just the absence of clutter and ornamentation. It's about bringing order to complexity."

Jonathan Ive

iPhone





Казимир Малевич

Malevich indeed created something that put the end to the thousand years tradition in depicting the surrounding world.

"Until the Black Square was created, it was believed that the main artist's task is to depict, reflect or transform the real world. Having walked the difficult path from a penchant for Art Nouveau to his passion of Picasso, Malevich reached the moment when he questioned the very mission and main task of the visual arts, which is to be visual. And he moved on to constructing a concept, a kind of representation of the universe." – Zelfira Tregulova, Director General of the State Tretyakov Gallery

Malevich used to say that "looking into this black space, into this black surface, straining his entire being, analyzing his thoughts and sensations, he sees something similar to what people saw before, peering into the image of God".





STARBUCKS

STARBUCKS

- The psychology of simple modern design lies at the heart of everything that Starbucks creates. The atmosphere in the coffee shops, the content in the Internet, the ads, everything looks, sounds and feels the same.
- Howard Schultz created six Guiding Principles for employees to follow. One of them states: **"Contribute positively to our communities and our environment."**



It is very important for a company owner that in each country the interior and furnishings and availability of certain dishes correspond to the culture and history of the given state and people. Thus, the chain of coffee shops attracts visitors even more, referring to their perception of the beautiful and revered, known from the childhood.



STARBUCKS



ZARA



ZARA

ZARA

- The brand's network copies outfits so quickly that the clothes analogues often appear earlier in stores than the original collections of famous fashion designers.
- ZARA's main advertising tool is shop window design that best conveys information to customers. It is customary to change them **every 2 weeks**.



Copying means to replicate the commercial success by repeating the successful experience. In the case of any "working" business model or business idea the process of its copying is inevitable. Fashion is just an instance.



ZARA



VS



Celine



Zara





TESLA



Some of the company's projects and ideas are innovative, they are not designed for profit, but are created to attract the attention of the consumer and maintain the company's image.

At the same time, the sale profitability of each Tesla is 25%.

TESLA

- If you thoroughly examine all the electric cars available, you will notice that they do not have any strong design features. Most of them are unsightly hatchbacks with strange features. None of them looks like the elegant Tesla Model S.



THE TOP 50 FASTEST GROWING COMPANIES IN RUSSIA IN 2019



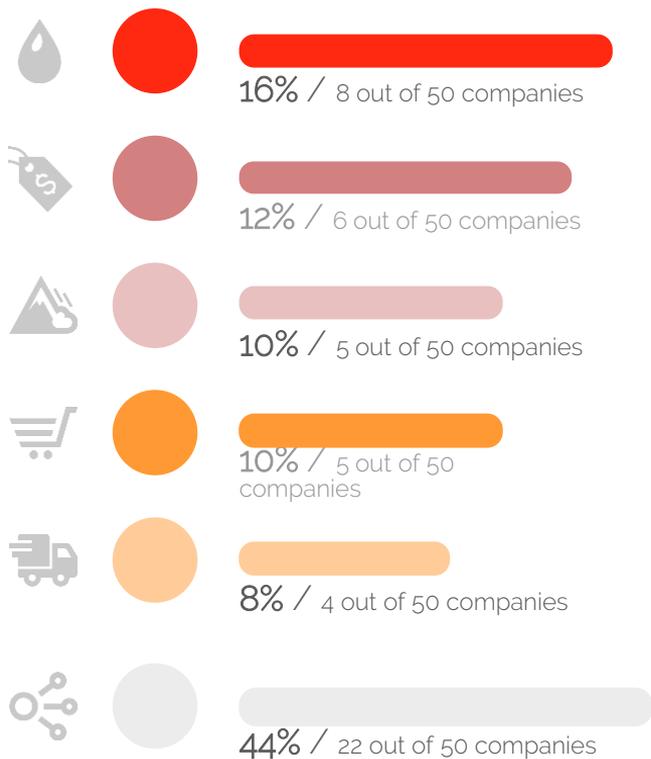
«Яргео»	НИПИ НГ «Петон»	ПГ «Уралвтор- мет»	«Ямал СПГ»	«Рэйл- Альянс»	ГК «Благо»	«Лига ставок»	«Пром- строй»	«Первый завод»	«171 Меридиан»
«Вкус- Вилл»	«Строй- пром- инвест»	Группа «Сибан- трацит»	АХ «Степь»	«Сибирская горно- металлурги- ческая компания»	«Ветла»	«Первая тяжело- весная компания»	«Fonbet»	«Еврори- тейл»	«Карел- природ- ресурс»
«Ярче!»	«Транс- ресурс»	«Грин- лайт»	ГК «Моно- полия»	«Красное & Белое»	«Русские перцы»	«Рузхим- маш»	«Нео- фарм»	«Авеста Фарма- цевтика»	«Логисти- ка 1520»
«Прайдекс Конст- ракшн»	ФК «Гранд Капитал»	«Авелар солар техно- лоджи»	«Солид — товарные рынки»	«Автотор»	«Аквиейл»	«Брис- толь»	«Вайлд- берриз»	«Славянск Эко»	«Гос- лото»
МНКТ	«Пром- строй- монтаж»	«Колеса даром»	«Вита»	«Современ- ные горные технологии»	Azur Air	KSP Steel	«Новгород продукт»	«Славяна»	«Форум- Авто»



According to RBK:

<https://www.rbc.ru/business/31/10/2019/5db6f6a19a79476eb64e7e51>

THE TOP 50 FASTEST GROWING COMPANIES IN RUSSIA IN 2019



Oil & Gas

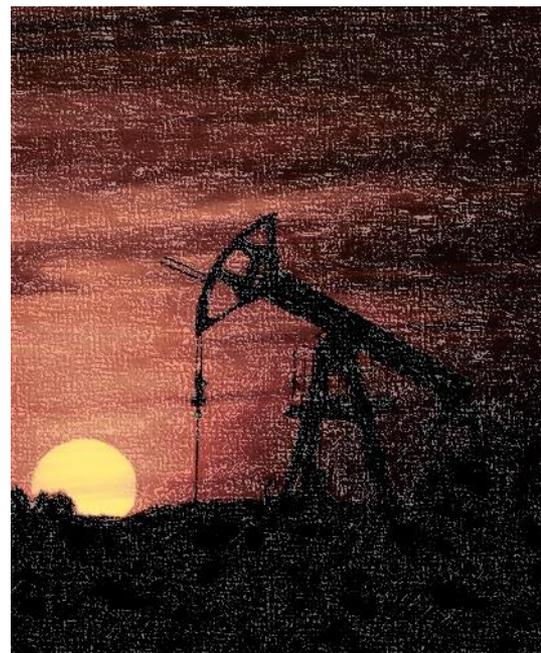
Distribution

Metals and mining

Retail

Transport

Other industries: mechanical engineering, agriculture, media, medicine, electrical engineering



Свежая выпечка

кофе собой



VKUSVILL

VSKUSVILL

- VkusVill pays attention to the aesthetic side of a store design. Art. Lebedev studio developed a completely new design for VkusVill stores.
- To support the image of a healthy food store VkusVill takes care not only about the interior design, but also about the beauty of the packaging. As the result, the store looks eco-friendly but not rustic. "Visitors immediately understand the concept and do not confuse VkusVill with farm shops".



"The self-development and spiritual values come first for us, and everything material comes second. We treat nature with care and economy. It is important for us in which country and in what world our children will live, selfishness is alien to us."



VKUSVILL

- *"We want our design to reflect naturalness, product quality and minimalism. That's how, in our opinion, it can be expressed".*



Naturalness

Calm and solid colours, smooth bends of lines.

Quality

Clarity, perhaps some kind of mechanicalness, balanced with naturalness.

Minimalism

Sans serif fonts; simple shapes and not noisy graphics.



“MICKEY, I’M YOUR FATHER”

DISNEYLAND

- On average Disneyland attracted 15 million visitors per year. In 2019 Disney's Company announced record revenue of \$ 69,5 billion, in the same year Disney's net income was \$ 11 млрд.
- Some 750 million people have visited Disneyland since it opened.



The renewal of American (and therefore global) intellectual property protection coincides surprisingly with Mickey Mouse's birthday.

Mickey Mouse was supposed to enter the public domain on November 18, 2008, but the copyright term laws are constantly being extended, with the Disney corporation being one of the main lobbyists for this decision.



WALTER DISNEY

- "I don't make movies to make money, I make money to make movies."
- "It's kind of fun to do the impossible."
- "I only hope that we never lose sight of one thing. That it was all started by a mouse."

