

L' impossi preneurs: A Hopeful Journey Through Tomorrow

NEW!

GREGORY J. OLSON

Back Cover

Admit it, you're a dreamer. In facing today, you ponder tomorrow's possibilities. When you do, the future is better than the past. Who will create such a future?

It is as though we're all in a messy room and people are looking around saying, "Somebody ought to clean up around here." An entrepreneur enters the room and takes action. They are the pioneers who shape the present, to create the future. They don't lack imagination or initiative but, many times they are constrained.

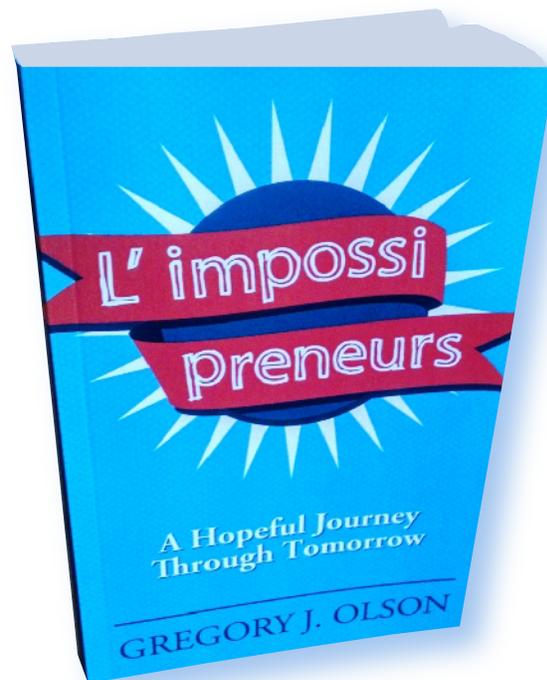
Entrepreneurs face technological hurdles. And, they have to overcome social, cultural, and political opponents who would prefer to keep things as they are. The impossipreneur is the courageous entrepreneur who pushes headlong against these forces. Things are only impossible until they are not. Some impossipreneurs persevere and we eventually come to know their innovations and perhaps even their names.

L' impossi preneurs: A Hopeful Journey Through Tomorrow, is a dreamers handbook. In this book, Olson shows us what is possible, sparking our imaginations. No doubt you'll recognize some ideas as recurrent themes that dreamers have envisioned before. Some ideas will entertain you, while others will inform you. The future is not divorced from the present or the past. Olson provides historical context and primers along the way to best prepare our minds.

In this hopeful journey through tomorrow Olson challenges each of us to think differently, spark our own conversations, and play a role in nudging the world forward to create a better future for all.

About the Author

Gregory J. Olson is the author of *The Experience Design Blueprint*, a book about designing better experiences and then making them come true. He founded strategy and design firm Delightability, LLC. with the belief that if you delight customers then success will follow. A lifelong learner, his formal education includes a Bachelor of Science in Electrical Engineering and a Masters in Business Administration, both from Seattle University. Gregory also serves as a volunteer board member for Oikocredit Northwest, a support association for social investor and financial institution, Oikocredit International.



Escape the present to explore a brighter future where we all live more meaningful lives, technology serves humans, and governments empower people and invest in sustainable progress.

ESSENTIAL READING FOR GLOBAL CITIZENS CONCERNED WITH A MORE SUSTAINABLE AND PROSPEROUS FUTURE FOR ALL.

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