



BACK THEN, THEY CALLED IT "INGENUITY." TODAY, IT'S REFERRED TO AS "GREED."

When asked what inspired his inventions, Thomas Edison answered: "I find out what the world needs...then I proceed to invent it." That's what entrepreneurs do – find and fill needs. If they succeed, their business endeavors are profitable. And we consumers reap the rewards of their innovations. So, why does our popular culture so often vilify today's business entrepreneurs? In books and movies, cartoon strips – even in sermons –



entrepreneurs are depicted as greedy, immoral and cutthroat. Critics focus on their personal gains, as if wealth is somehow unjust. It's easy to lose sight

of the many personal risks entrepreneurs shoulder – giving their time, mortgaging their homes, and paying out wages – all before knowing if their dream would become a reality. So, the next time you hear the negative stereotypes of "greedy fat-cats," imagine life without people like Edison. Because, win or lose, by putting themselves on the line, entrepreneurs make the future a little more secure, and a whole lot brighter for the rest of us.

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