

A very important Online Publication: Entrepreneurship online!

**- A short review by
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**A new very useful eBook about starting and building up new business has been published by Ann Liu. For more details see:
<http://www.onlineprofiting.com> .**

My first association in reading this new important online publication by Ann Liu was related to the relative new concept of Work Life Balance which I was promoting during my time as a labour director in the sparsely populated north of Sweden with a very high unemployment.

We were struggling hard to create new businesses particularly for females, unemployed or working part-time. Their family situation and living condition (e.g. taking care of children and farm animals) made it very difficult for them to move to places where they could get a traditional type of employment.

This is a situation they share with many other females around the globe, e.g. in rural areas of Thailand. The advantage in Sweden was a rather good social safety-net compared to the situation in most other parts of the world.

The new handbook by Ann Liu makes it possible for females – or men in similar type of situations - to start up and operate of new business on their own. They don't need to be dependent upon the very sophisticated job

supporting system available in Sweden. Instead they could become self-employed.

This new handbook can be of value in Sweden but is of fantastic value in most parts of the world with less advance support systems. The handbook is to a large extent self explainable for anyone with a basic knowledge about the use of internet. The book is using a straight forward language and is very easy to read. It contains extensive and useful internet references.

However, this important handbook could also be a very useful support for people without basic knowledge in the use of internet. Labour government agencies could initiate cooperation with village heads and/or local voluntaries to train unemployed or under employed people to obtain enough basic internet knowledge to make use of this handbook.

From our experiences from Sweden we know that local rural females rather easily could obtain a good level of internet skill. In this way they can continue to live their traditional life, e.g. as farmers, at the same time as they set up an internet based business which provides them with additional income.

The new complementary job will in addition provide new intellectual stimulation and personal development. They create a good and for them suitable balance between work and family life. Another great advantage is that they are living and working at the same place and travelling can heavily be kept to a minimum. This is essential in a time where we all need to contribute to the reduction of global heating.

In many parts of the world we are struggling to keep the local villages alive and we stimulate and facilitate the set up of new joint businesses in villages.

In Thailand we have the “On village one Product” project. In Sweden we have stimulated the start up of production cooperatives (similar to what Italy has been doing over many decades). Also in this context this new eBook by Ann Liu could have great value.

The new book is written as a self instructive handbook and is in this way a good textbook. To make it even more useful it would be of value to add on an interactive eLearning programme including exercises and Q & A sessions.