Craig Hall is Chairman of Hall Financial Group. At age 18 in 1968 he began his current business with $4000 he had saved up from various jobs. Three years later he was a millionaire. By 1986 he had built Hall Financial into the largest private placement investment sponsor in the USA with over one billion dollars in equity. The company was also the second largest multifamily property owner in the USA, with over 70,000 apartments. Hall is involved around the world today in real estate, venture capital, wine production, software companies, and other ventures.

Hall’s own story is augmented by stories of ten other responsible entrepreneurs he has come to know well over the years. These individuals are widely varied in age, type of business or service, and geographical setting. Hall is especially fond of people who build businesses that make a difference in the struggling economies and societies of eastern Europe and in America’s depressed inner cities. All of these stories are inspiring stuff. Often a lot of money is made; always a big, positive impact on people results.

Hall summarizes the traits of successful entrepreneurs and describes major pitfalls to be avoided. He challenges governments, including that of the U.S., to find ways of encouraging responsible entrepreneurship. There are lots of good insights here from a veteran with a lot of credibility. The main virtue of this book, however, is not its analysis but rather its infectious passion, reinforced by a dozen inspiring, real-life stories.