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Entrepreneurial Opportunities in Exercise Physiology

Mercy T Fatoba, Busuyi Fatoba

Department of Physical and Health Education, Adeyemi College of Education, Ondo, Nigeria; Email:- fatobamercy@yahoo.com

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ABSTRACT

Exercise physiologists are trained, knowledgeable of the human structure / working conditions, exercise, its prescriptions and values to optimal health and performance. Exercise physiologists are capable of examining individuals, prescribing exercises and scheduling program of activities that keep individual fit and rehabilitate patients. They have a wide array of fitness, prevention and treatment options depending on the need of individual. Exercise routines might be the home based/gym based. Exercise physiologists can assist in the treatment, prevention and rehabilitation of medical conditions such as cardiovascular diseases, obesity, asthma, arthritis, depression, diabetes, osteoporosis as well as other health conditions. This paper points out the various roles played by exercise physiologists through interaction with existing or emerging health issues in the environment considering his ability to recognize entrepreneurial opportunities available to market his innovations and respond to it based on the identifiable opportunities to prescribe individualised exercise medicine to patients and clients of all ages.

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Keywords: Exercise physiologists, Exercise programs, Medical conditions, Treatment, Entrepreneurial opportunities, Patients.

1. INTRODUCTION

Exercise physiology is a sub-discipline of kinesiology that addresses the short term biological responses to the stress of physical activity, and how the body adapts to repeated bouts of physical activity over time. As such, exercise physiology professionals often have the responsibility of conditioning a person to a higher level of fitness and/or health. While, at the same time, being aware of safety issues (risk of injury, illness, environmental exposure, etc.) associated with a single session of exercise.

The type of client that can benefit from training under an exercise physiology professional ranges from world class athletes wishing to improve their performance to patients with chronic illnesses wishing to increase or maintain their ability to accomplish activities of daily living. In recent years, the training of teen athletes has become increasingly popular. As a result, many private fitness facilities now offer both general and sport specific conditioning programs for young athletes (Davis, 2015). According to an article released by Shape Your World (2016), it was noted that the competencies that an exercise physiologist has through university training makes them more equipped than the ordinary personal trainer. They have vast knowledge of the human body and they blend this insight with exercise for optimal health delivery. As such, exercise physiologists facilitate physical and mental healing through professional practice.

2. CONCEPT OF EXERCISE PHYSIOLOGY

Exercise is any bodily activity that enhances or maintains physical fitness and overall health and wellness (Kylasov and Gavrov, 2011). In the United Kingdom, two to four hours of light activity are recommended during working hours. This includes walking and standing (Buckley, 2015). Physical exercises are generally grouped into three types: Aerobic exercises; Anaerobic exercises; and Flexibility exercises depending on the overall effect they have on the human body.

Aerobic exercise is any physical activity that uses large muscle groups and causes the body to use more oxygen than it would use while resting (National Institute of Health, National Heart, Lung and Blood Institute, 2006). Wilmore and Knuttgen (2003) stated that the goal of aerobic exercise is to increase cardiovascular endurance. Examples of aerobic exercises include cycling, swimming, rowing, hiking, brisk walking etc. Anaerobic exercise which includes strength and resistance training can firm, strengthen and tone muscles as well as improve bone strength, balance and coordination. Examples of strength moves are push-ups, pull-ups, lunges and bicep curls using dumb bells. Anaerobic exercises include weight training, functional training, eccentric training, interval training, sprinting etc (National Institute of Health, National Heart, Lung and Blood Institute, 2006). Flexibility exercises stretch and lengthen muscles. Activities such as stretching helps to improve joint flexibility and keep muscles limber. The goal of flexibility exercises is to improve range of motion which reduces the chance of injury (National Institute of Health, National Heart, Lung and Blood Institute, 2006).

Physiology is the scientific study of the normal function in living systems. It is a sub-discipline of biology with its focus on how organisms, organ systems, cells and bio-molecules carry out the chemical or physical functions that exist in a living system (Hall, 2011). Exercise physiology therefore, is the study of acute responses and chronic adaptations to a wide range of exercise conditions. Exercise physiology is the identification of physiological mechanisms underlying physical activity, the comprehensive delivery of treatment services concerned with the analysis, improvement and maintenance of health fitness, rehabilitation of heart disease and other chronic diseases and / or disabilities, and the professional guidance and counsel of athletes and others interested in athletics, sports training and human adaptability to acute and chronic exercise (American Society of Exercise Physiology [ASEP], 2003).

3. HEALTH BENEFITS OF EXERCISE

People of all ages can improve the quality of their lives and reduce the risks of developing coronary heart disease, hypertension, some cancers and type II diabetes with on-going participation in moderate physical activity and exercise. Daily exercises will also enhance one's mental wellbeing and promote healthy musculoskeletal function throughout life. As indicated, significant health benefits can be obtained by engaging in moderate amounts of physical activity on most, and preferably all days of the week (American College of Sport Medicine [ACSM], 2006). Some of these health benefits include the reduction in the risk of some diseases which include:

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1. Cardiovascular Disease (CVD)

The leading health related cause of mortality for men and women in the US is cardiovascular disease (ACSM, 2006). Meaningful cardiovascular health benefits may be attained with a long term participation in cardiovascular exercise. Higher levels of cardiovascular fitness are associated with a 50% reduction in CVD risk in men (Myers *et al.,* 2004). Myers and colleagues (2004) demonstrated that increasing physical activity to a total of at least 1,000 kilocalories per week is associated with a 20% reduction of mortality in men. Haskell (2003) noted that, CVD is a multifactor process and being physically active, eating a heart-healthy diet, staying reasonably lean and avoiding stress and depression are the major components of an effective CVD program.

2. Hypertension

Hypertension is a major health problem. Elevated systolic and diastolic blood pressure levels are associated with higher risk of developing coronary heart failure, stroke and kidney failure. In many cases, clients can reduce elevated blood pressure by decreasing weight and lowering alcohol and salt intake in their diet. Fitness instructors can also pass along the good word to clients that moderate intensity aerobic exercises performed 3-5 times per week for 30-60 minutes per session, appears to be effective in reducing blood pressure (when elevated). Although, routine aerobic exercises usually will not affect the blood pressure of the normotensive individuals, habitual aerobic exercise may be protective against the increase in blood pressure commonly seen with increasing age (Fagard, 2001).

3. Stroke

Physical activity exerts a positive effect in reducing the risk of stroke in men and women. Individuals who engage in moderate to high amounts of physical activity have a lower risk of stroke incidence compared with people who are involved in little or no exercise. Statistics show that those who are moderately active have a 20% lower risk of stroke while those who are highly active have a 27% lower risk of stroke (Sacco et al., 2006). Sacco and colleagues suggested that moderate to high levels of physical activity tend to lower blood pressure (if high); reduce body weight (if overweight); enhance vasodilation of blood vessels (widening of interior blood vessels); improve glucose tolerance and promote cardiovascular health (Sacco et al., 2006).

4. Osteoporosis

Physical activities that stimulate bone growth need to include progressive overload and must address variation and specificity of load. Specificity of load refers to exercise that place a load on a certain region of the skeleton. With osteoporosis, a degenerative disease characterized by loss of bone mineral resulting in a susceptibility to bone fractures and health problems, it appears that resistance training and weight bearing exercise may provide the needed stimulus for bone formation (Kohrt et al., 2004). Exercise programs to maintain and increase growth should be full body in nature, including exercises such as squats and lunges which direct forces through the axial skeleton and allow for greater loads to be used.

5. Musculoskeletal Health and Sarcopenia

Muscle mass, strength, power and endurance are essential contributing factors for the improvement of musculoskeletal health and the enhancement of movement capabilities (Marcell, 2003). Although, these components of musculoskeletal health show substantial decreases with age, it has been suggested in the Marcell's research that this is due largely to decrease in physical activity and not solely to age. Sarcopenia is the age related loss of muscle mass and strength (Marcell, 2003).

Improved musculoskeletal health may allow elderly persons to perform activity of daily living more effectively and with less effort (ACSM, 2006). For sarcopenia prevention, multi-joint exercises or machines are recommended, because these exercises require less skill and may allow the user to control the exercise range of motion.

6. Arthritis

Arthritis is a broad term referring to more than 100 rheumatic diseases. Of the many types of arthritis, osteoarthritis (a degenerative joint disease) and rheumatoid arthritis (an inflammatory disorder affecting multiple joints) are the two most prevalent (Maes and Kravitz, 2004). Arthritis is a health problem commonly characterized by stiffness, pain and loss of joint function and it affects people of all ages, gender and ethnic groups. It may imperil the physical, psychological, social and economic wellbeing of individuals, depriving them of their independence. Physicians commonly prescribe exercise as a treatment modality for arthritis. Consistent

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exercise improves aerobic capacity, muscle strength, joint mobility, functional ability and mood, without apparent increase in joint symptom or disease (Finckh, Iversen and Liary, 2003).

4. CONCEPT OF ENTREPRENEURSHIP

There are many definitions of the concept 'entrepreneurship'. For instance, Putari (2006) observes that scholars had not been in agreement in their definitions of entrepreneurship and chronicled the definitions of entrepreneurship by various scholars. In 1934, Joseph Schumpeter equated entrepreneurship with the concept of innovation and applied it to a business context, while emphasizing the combination of resources. Penrose (1963) views entrepreneurship as the activity that involves identifying opportunities within the economic system. While Leibenstein (1968), and Harvey (1979) perceive entrepreneurship as involving "activities necessary to create or carry on an enterprise where not all markets are well established or clearly defined and/or in which relevant parts of the production function are not completely known". Gartner (1988) conceives entrepreneurship as the creation of new organizations.

Okpara (2000) defines entrepreneurship as the willingness and ability of an individual to seek out investment opportunities in an environment and be able to establish and run an enterprise successfully based on the identifiable opportunities. In addition, Nwachukwu (1988) regards entrepreneurship as a process of seeing and evaluating business opportunities, gathering the necessary resources to take advantage of them and initiate appropriate action to ensure success.

After critically studying the above definitions, we can summarize by concluding that entrepreneurship is a function which involves the exploitation of opportunities which exist within a market. Thus, from the definitions above we can see that while defining the concept 'entrepreneurship', laid emphasis on a wide spectrum of activities such as:

- Self-employment of any sort.
- Creation of organizations.
- Innovation applied to a business context.
- The combination of resources.
- Identification and exploitation of opportunities within the economic system or market.
- The bringing together of factors of production under uncertainty.

We can therefore conclude that whatever activity that involves any or all of the above activities can be regarded as entrepreneurship. Entrepreneurship refers to all the processes and activities involved in establishing, nurturing, and sustaining a business enterprise.

5. THE EXERCISE PHYSIOLOGIST AS AN ENTREPRENEUR

An entrepreneur is a person who has possession of a new enterprise, venture or idea and assumes significant accountability for the inherent risks and the outcome (Wikipedia, 2010).Schumpeter (1934) conceives the entrepreneur as the innovator who implements change within markets through the carrying out of new combinations such as introduction of new techniques of production, reorganization of an industry and innovation. He further argues that the entrepreneur is an innovator, one that introduces new technologies into the workplace or market, increasing efficiency, productivity or generating new products or services (Deakins and Freel, 2009).

Exercise Physiologist is a healthcare professional who either has an academic degree in exercise physiology or who is certified by ASEP to practice exercise physiology [via the Exercise Physiologist Certified exam (EPC)], or who has a doctorate degree in exercise physiology from an accredited college or university (American Society of Exercise Physiologists [ASEP], 2013). As people become increasingly health conscious, and as an aging population seeks increased quality and quantity of life, there is an increased demand for health and fitness professionals trained to serve their needs.

With personal health and fitness occupying much of our nation's attention, a major in exercise physiology provides an excellent way to enter an industry whose goal is the promotion of a healthier nation through therapeutic, exercise and wellness programs. The British Association of Sport and Exercise Sciences (BASES, 2008); American College of Sports Medicine (ACSM, 2003) in a career guide highlighted various entrepreneurial opportunities available to an exercise physiologist. They include:

Fitness Instructor/Personal Trainer

A fitness instructor is involved in helping people attain their health and fitness goals in a safe and efficient manner. Daily duties include demonstrating how to use equipment safely, designing health and fitness programmes and maintaining a safe and pleasant training environment. Some employers also require fitness instructors to have some sales, pool life-guarding and exercise class

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responsibilities. Clients may include young teenagers, GP referral clients, athletes of wide-ranging abilities and everyone in-between. Personal training is similar in a lot of ways to fitness instructing. However, personal trainers typically have greater experience and more qualifications than individuals who just work as a fitness instructor. Clients may hire a personal trainer to get some specialist advice on training techniques and principles, but also to facilitate motivation. Personal trainers can provide constant support and encouragement to clients, which can be difficult to do in fitness instructing due to time restraints, varying shift patterns and the vast number of clients to see.

Group Exercise Instructor

A group exercise instructor leads exercise sessions for a group of participants. The group may be heterogeneous, for example, individuals with different fitness levels, medical concerns and ages; or the group may be homogeneous, for example, individuals who have similar characteristics such as those with arthritis, older adults who are frail, or women who are pregnant. Examples of group exercise instruction include land-or water-based general classes, dance/step aerobics, chair aerobics, and cycling. Group exercise instructors can be employed in a variety of settings including commercial fitness centres, employee fitness programs, and hospitals.

Employee Fitness Director

Employee fitness programs are common in the workplace, especially in the corporate, commercial, and hospital setting. Along with conducting exercise programs and supervising all fitness staff, the employee fitness director may also be trained as a wellness specialist to provide broad-based health promotion and wellness education programs. These may include stress management and nutrition education programs. Traditionally, workplace exercise programs have been for healthy individuals only.

Physical/Occupational Therapist

The physical therapist helps people recover from injuries or diseases of the muscles, joints, nerves, or bones. The occupational therapist works more with fine motor skills and dexterity. Both therapists use various physical modalities and exercise, focusing on movement dysfunction. They treat patients through the therapeutic use of everyday activities. There are many areas of specialization in physical therapy including cardiopulmonary rehabilitation, sports medicine, and biomechanics. Most physical and occupational therapy schools require two to three years after a four-year undergraduate degree. After formal training, one must pass a national examination to become a licensed physical or occupational therapist. Professionals interested in continuing their education in this field may want to consider the ACSM Health/Fitness Instructor certification along with the national examination. Most employment opportunities are in hospitals and clinics.

Strength (Sport) and Conditioning Coach

Sport teams at the high school, college, and professional levels employ strength and conditioning coaches. Their role is to develop and supervise specific conditioning programs to increase athletic performance such as speed, agility, strength, endurance, flexibility, and power. Positions usually require a master's degree and certification by the National Strength and Conditioning Association.

Cardiopulmonary Rehabilitation Specialist

This exercise specialist provides both immediate and long term guidance for the physical rehabilitation of individuals who have one or more cardiac or pulmonary-related conditions or diseases, such as heart attack, heart surgery, or emphysema. A major component of this physical rehabilitation is to administer and supervise exercise testing and training sessions. Hospitals hire exercise specialists and require at least an undergraduate degree. However, opportunities for employment improve with an advanced degree and some type of recognized certification, such as that by the American College of Sports Medicine.

Exercise Consultant

The main role of an exercise consultant working within a GP referral scheme is to increase participation in physical activity amongst sedentary individuals and to help cardiac patients to progress with their rehabilitation in a safe and effective environment. A typical day involves conducting lifestyle consultations and exercise assessments, prescribing physical activity programmes and supervising structured exercise sessions. Opportunities exist to progress to involvement in scheme development and management.

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Health Promotion Specialist

A physical activity and health promotion specialist is involved in developing and promoting initiatives to help health professionals encourage more people to take more activity as part of daily life. The position consists of liaising with key agencies within public health to raise the profile of physical activity by increasing awareness of the benefits to health from its participation. Additionally, the job involves translating research and Government policy into practice for the promotion of physical activity for the primary and secondary prevention of diseases as well as producing resources which provide sport, leisure, health and physical activity professionals with the practical tools to help promote participation in physical activity.

Health or Wellness Coach

Wellness coaches look at the big picture, working with clients to develop health and fitness programs by looking at the obstacles that stand in the way of success. This is often more of a collaborative experience, with the coach encouraging the client to come up with their own goals and ideas. A wellness coach offers advice and guidance about; fitness, nutrition, weight management, stress reduction, health risk management and barriers to reaching fitness goals. Through interaction with clients, conditions of people can be managed like high blood pressure, diabetes etc.

Respiratory Physiologist

Respiratory physiologists perform diagnostic breathing tests and treatment of patients for lung disease. Patient symptoms include chest pains, breathlessness, abnormal chest x-rays, respiratory disease or sleep disorders. Respiratory physiologists use a variety of equipment and techniques to measure and monitor patients' respiratory function. Measurements made include lung volumes, forced expiratory flows, respiratory gas exchange, blood gases, administration of bronchodilators and assessment of response and respiratory muscle testing. More advanced measurements include allergy testing, sleep studies, delivery of ventilation to patients on the wards or at home, cardio-respiratory exercise testing, exercise testing for evaluation of hypoxemia and/or de-saturation and exercise induced asthma.

Respiratory physiologists work with doctors, nurses and healthcare professions. The work involves working with computers linked to respiratory equipment. Respiratory physiologists are normally responsible for the maintenance and calibration of all equipment and interpreting information such as lung function data, metabolic exercise test results and electrocardiogram data. These results are used to assist in the diagnosis of disease, to recognise treatment plans, and to assess the effects of treatment.

6. CONCLUSION

If exercise could be packaged into a pill, it would be the most prescribed medication in all of history. Exercise physiologists analyse their patients' fitness in order to help them improve their health or maintain good health. They help patients with heart diseases and other chronic conditions, like diabetes and pulmonary (lung) disease to regain their health. They also work with both amateur and professional athletes who are hoping to boost their performance. Using stress tests and other evaluation tools, the exercise physiologist evaluates a patient's cardiovascular function and metabolism and then designs a fitness plan that will meet the patient's goals and / or needs, including building endurance and strength and increasing fitness and flexibility.

RECOMMENDATIONS

1. Exercise Physiology should be marketed to advance the students of exercise physiology to help with society's healthcare problems.
2. Exercise physiology should seek partnership with private and corporate sectors and work flexibly with them to develop research agendas of common interests.
3. Physical activity has been unequivocally proven to positively influence various diseases and disorders and as such, collaboration should be made with other disciplines to investigate the epidemics challenging health and quality of human beings e.g. cancer, obesity, sarcopenia etc through a multidisciplinary approach.
4. The public sector should be educated and made to understand that exercise physiologists have their own special scientific knowledge that is not generally shared or known by non-exercise physiologists.
5. Exercise entrepreneurship should be encouraged through the inclusion of business courses in the students' curriculum to teach the vital components of entrepreneurship and aid the management of social and economic wellbeing.

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