

The Christian Entrepreneur: Dream, Plan, Execute, Grow

By Shinen, B., Bethany House, a division of
Baker Publishing Group, 2020, \$19.99.

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INTRODUCTION

Shinen's (2020) *The Christian Entrepreneur: Dream, Plan, Execute, Grow* is a view through a Christian business attorney and consultant's lens of the power, vision, and pitfalls he has seen when Christian entrepreneurs engage in new businesses. Shinen describes how to embody the creative dream, plan it, execute the plan, and then grow as a financially successful entity. Though the book loosely weaves scriptural justification into the narrative at the beginning, the final chapter on ethical behavior and the ultimate purpose of all Christian endeavors is a powerful treatment of Christian business advice, effectively showing how to bring God's light into the spiritual darkness he sees in the marketplace.

Step one of *The Christian Entrepreneur*, titled "Dream," explicitly states that all entrepreneurial endeavors begin with creative intelligence, one of the four modern production factors (Shinen, 2020; Silver, 2019). Entrepreneurship was not one of the factors of business production when Adam Smith proposed the free market system in 1776, but modern businesses lean heavily on entrepreneurial creativity, elevating it to the fourth factor of production (Silver, 2019). Shinen (2020) endorses the importance of creativity and explains how to determine if an idea is good both creatively and analytically. Shinen (2020) insists, as do many business schools, that the best businesses continue because of a "thorough understanding of what it takes to achieve dreams and the beginning of a [business] plan" (p. 51).

After explaining why a business plan is vital to a business's success, Shinen (2020) then explains how to map out a business plan in step two by breaking down costs and incomes and making a case for seeking outside expert advice. Entrepreneurship has been described as busi-

ness action taken by a homogeneous creative team, and Shinen builds on how a business should include the costs of obtaining and maintaining the right creative team as part of a successful business plan (see also Leunbach et al., 2020). Not only does Shinen (2020) cover essential business planning, he also covers how a Christian entrepreneur, more than others, should know that wise counsel is irreplaceable in planning for a financially stable non-profit or for-profit business.

Shinen (2020) begins step three, "Execute," with a discussion of implementing the business plan and the importance of effective customer engagement, which, according to Breugst and Shepherd (2017), is characterized by a thorough understanding of what is valuable to the customer. The remainder of Shinen's (2020) step three is a description of the legal disputes that might arise in small businesses, emphasizing that a Christian and non-Christian business owner can avoid many disputes in negotiation and operations by understanding the business plan and being honest. Shinen's treatment of honesty in the marketplace sets up the final step, "Grow," which examines a Christian entrepreneur's value system. Henley (2017) demonstrated that Christian values could serve as ethical firewalls in business environments when secular governments fail to regulate the marketplace sufficiently. Shinen (2020) expounds on this same thesis throughout the final step, finishing with a detailed account of ethical behaviors necessary for a Christian business owner to grow in the secular business world.

The Christian Entrepreneur: Dream, Plan, Execute, Grow ended where it began, with the dream of a Christian entrepreneur, after explaining how to test the dream, plan the business, execute the plan, and grow while following solid business principles. From a faith perspective, Shinen (2020) began with eisegetical support for specific behav-

iors, which was somewhat disconcerting, even though he later forcefully pointed out that the reader's relationship with Jesus was the context through which all business conduct flowed. By the book's end, he had successfully supported responsible leadership as honoring God by incorporating justice for all stakeholders, including owners. From a business education frame, organizational behavior research is heavy with financial justification for moral stakeholder treatment but often reduces the research to a prescription for business behavior devoid of a bigger purpose, and Shinen counters that outcome.

Because of the holistic treatment of Christian core values, this book could facilitate introspection and research into motivation for socially responsible leadership within the small business community, which is not a well-explored area in extant research. Additionally, Shinen's (2020) use of bullet point Scripture and the human relationship with the Lord allows for a discussion of a Christian worldview and a more in-depth exploration of Christian ethical values. Furthermore, spring boarding from Shinen's treatment of legal issues that small businesses face into a more rigorous investigation into ethical behavior and the legal issues frequently covered in courses covering the legal issues in business is supported by the text. Therefore, this book could be used as either an assigned text or an optional text for organizational behavior, organizational change, business leadership, and managerial business legal issues.

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