

Brilliant, Crazy Cocky: How the Top 1% of Entrepreneurs Profit from Global Chaos by Sarah Lacy



Reviewed by Victor Quiroz

Sarah Lacy's book *Brilliant, Crazy, Cocky: How the Top 1% of Entrepreneurs Profit from Global Chaos* tells the story of how entrepreneurs in emerging economies are changing their worlds and advancing their countries through their creative passions. Lacy invites the reader on her travels through Africa, Asia, the Middle East, and South America seeking out and interviewing young ambitious entrepreneurs who dare to dream big despite the hardships and struggles of starting a business in their respective countries.

Lacy starts the book by painting a picture of the United States. Today Silicon Valley has become risk adverse and lacking in innovation. She explains that the death of risk in the U.S. has created a shift for venture capitalist to redirect their attention on emerging countries. The author then dives into the challenges facing countries like Israel, China, India, Indonesia, Brazil and Rwanda. For each country she explains its history and details the complications that have prevented it from moving forward. For example, in Rwanda Lacy describes the origins of the 1994 genocide and how this tragedy haunts the country 16 years later. However despite these horrific events Rwanda has made tremendous progress and ranks as one of the least corrupt and most advanced countries in Africa. According to Lacy, there is almost no violent crime, most people have access to water, and the country is connecting to the world via railroads and fiber optic lines. The country has made great strides to forgive, but not forget its past and has propelled itself forward through innovation and entrepreneurship. In my opinion Rwanda serves as a strong example of how we as individuals are capable of overcoming immense obstacles in our life.

The main point of *Brilliant, Crazy, Cocky* is that entrepreneurs in emerging economies play a major role in transforming the worldwide economy. Overall I really enjoyed this book. It was easy to follow and provided strong insight into the strengths, weaknesses facing these emerging economies.