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'Understanding the Caribbean Enterprise' by Dr. Lawrence Nicholson's & Dr. Jonathan Lashley's Book Launch Bell Ringing Ceremony

Mrs. Marlene Street Forrest, Managing Director of the JSE in her welcome to the distinguished audience stated that, '***Understanding the Caribbean Enterprise***' is important to this market"; a book which can assist in providing insights from Micro, Small and Medium Sized Enterprises and Family Owned Businesses through the examination of their landscape and their journeys.' In addition, she said she believes the book is and will be instructive to future business aspirants and governments within the Caribbean.

Mrs. Street Forrest in closing noted that "With a book which chronicles many business operations and performance in Jamaica and the Caribbean, this provides sound source of information for research and knowledge enrichment for companies and individuals and institutions across the Caribbean. It will definitely be on the list of recommended books for participants of our own e-Campus. It makes good companion to Dr. William Lawrence's book –Business Renewal & Performance in Jamaica."

Dr. Lawrence Nicholson, co-author and publisher, in his remarks highlighted a few lines from the book:

"Micro, small, and medium enterprises (MSMEs) in the English speaking Caribbean (ESC) are domestically focused, with a limited level of exports of goods and services. Such a situation constrains the long-term growth prospects of the region." (**Chapter 5, Page 97**). He noted that this situation must be urgently corrected if Jamaica is to realise Vision 2030.

"An illogical recurring theme of female-owned is that, firms suffering greater levels of exclusion, and when they are included, are suffering higher collateral requirements and receiving smaller loans, somewhat of a gender premium for female borrowers."(**Chapter 4, Page 89**). The Jamaica Stock Exchange provides a clear solution to this problem with open unbiased access to affordable and patient capital for business development and transformation.

Dr. William Lawrence, Director of the Professional Service Unit, Mona School of Business and Management, endorsed the work done by these two accomplished academicians and

encouraged persons in business and leisure readers to enjoy the presentation style of this groundbreaking book.