



A West African Entrepreneur's Challenging Path to Financial Freedom: For Future and Family

AUTHOR Ike Onyema Obi
COLLECTION EDITED BY Drew Harris

COLLECTION

The Emergent Entrepreneur

EDITION

1st edition

MARKET

College/higher education
and Professional and
scholarly

This course reading...

- Reflects on the lived experience of a Nigerian entrepreneur, documenting the hardships and challenges faced to achieve business success and financial freedom.
- Highlights the importance of problem-solving, risk, strategy, and relationship building to achieve entrepreneurial goals.
- Is ideal reading for students of Entrepreneurship, Business Studies, African Studies, Migration, and Sociology, as well as aspiring entrepreneurs.

What can the lived experience of a Nigerian entrepreneur teach us about overcoming challenges and achieving financial freedom?

Author and entrepreneur Ike Onyema Obi recounts his life story from Nigeria to Ghana and beyond, documenting the sacrifices and hard choices that have led him to financial success and a better future for himself, his family, and others.

Along the way, Ike shares how his focus on financial freedom and building wealth has been driven by an avid ability to solve problems and seize opportunities, while balancing risk with consistent strategies for investing in his future. Through anecdotes and recollections, this book highlights the importance of building meaningful relationships and seeking advice to achieve business goals.

A journey from failure, and tough luck, to financial freedom, this entrepreneurial memoir is ideal reading for students of Entrepreneurship, Business Studies, African Studies, Migration, and Sociology, as well as aspiring entrepreneurs.

Ike Onyema Obi is an entrepreneur and multiple business owner

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Available as part of the Intersections: Identity and Place collection.