

# The Role of Private Sector in Entrepreneurship Education In Indonesia

Ghani Kunto  
8 December 2011

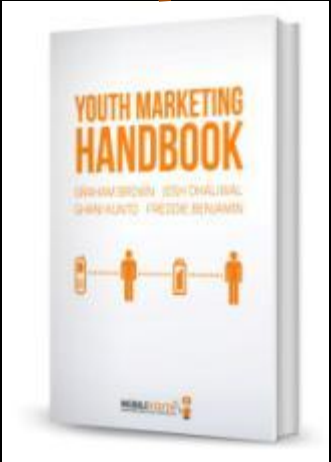
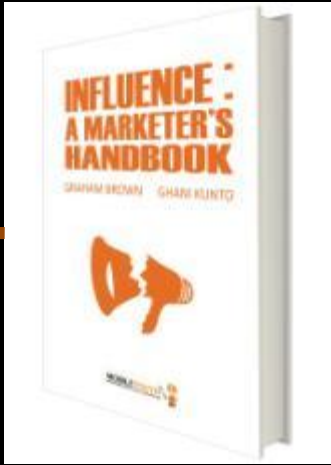
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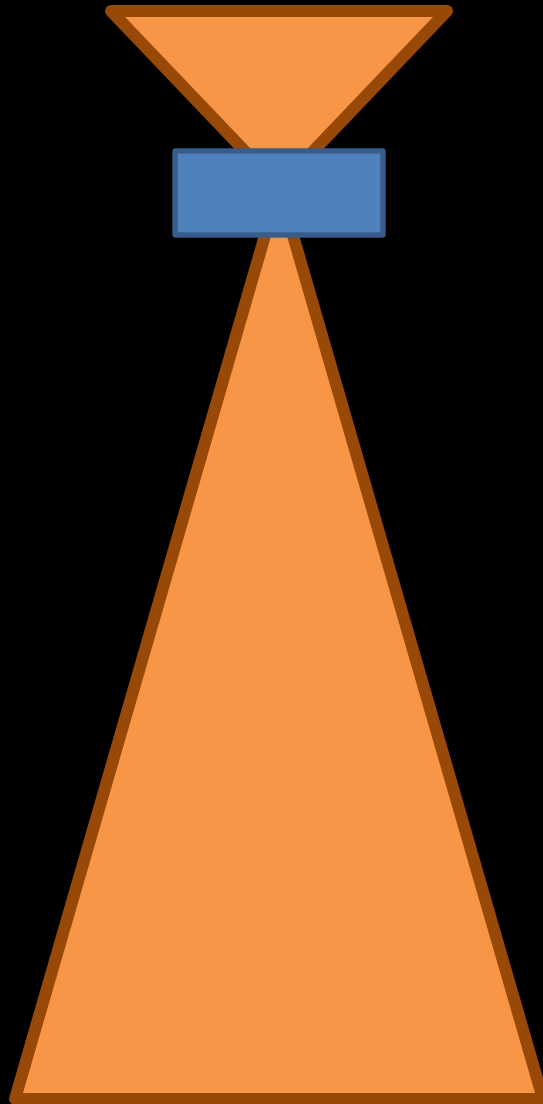


Ghani



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Content

Context

Shared  
Experiences

Social  
Currency





**OLD**  
(Boring)

**NEW**  
**Diamond Shreddies**

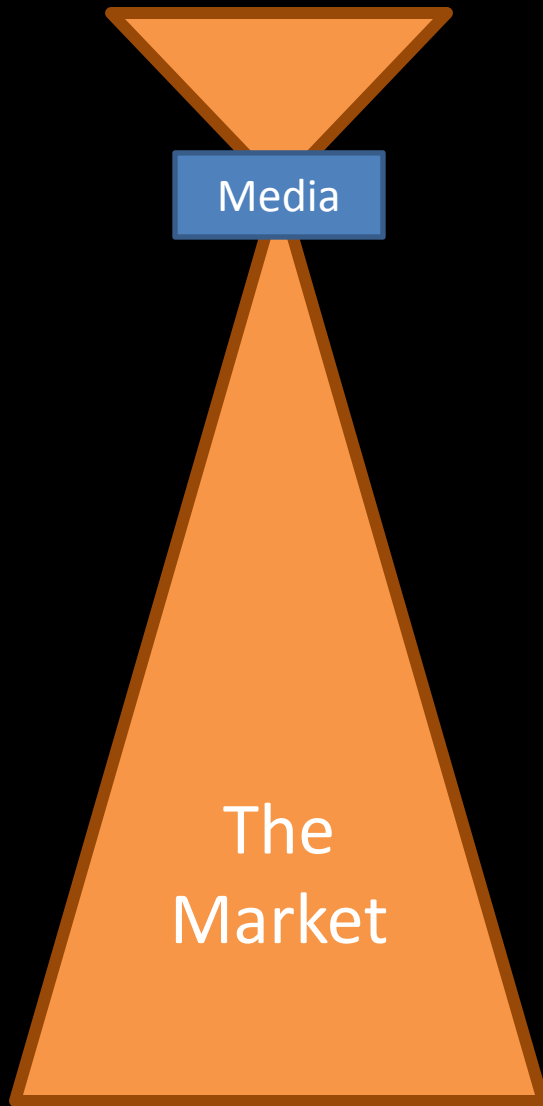


**NEW**  
(Exciting!)

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A large, circular, rusted metal object, possibly a fire escape wheel or a similar industrial component, is mounted on a brick wall. The object is heavily weathered and has a faded, yellowish-brown Coca-Cola logo painted on its surface. The logo is a classic script font, but it is significantly worn and less vibrant than the original. The background is a dark red brick wall with visible mortar lines. To the left of the circular object, there is a small, dark, circular metal cap or plug.

The *status quo* of  
marketing approach is  
painfully out-dated

flickr wheelo28

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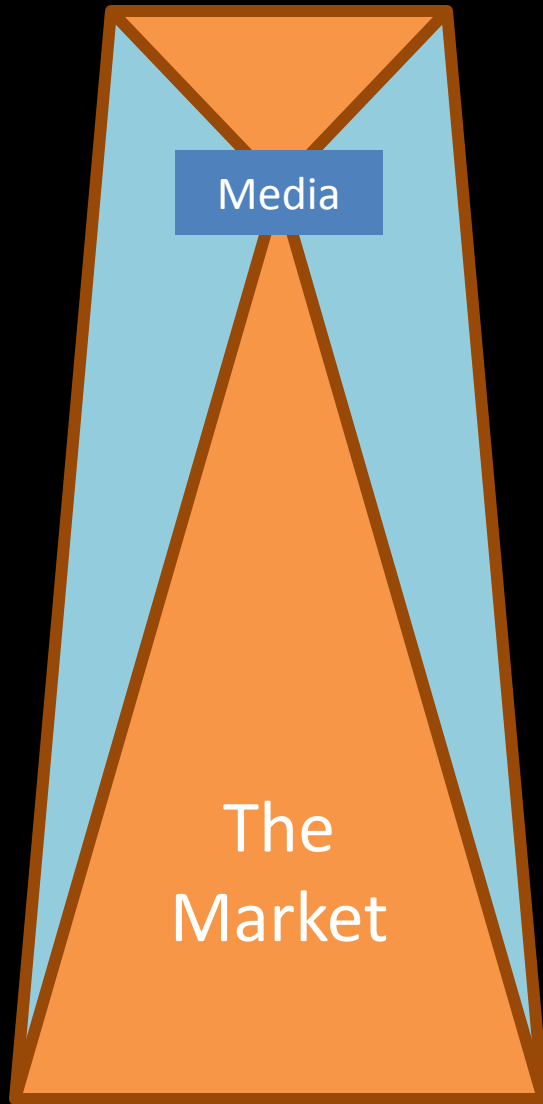
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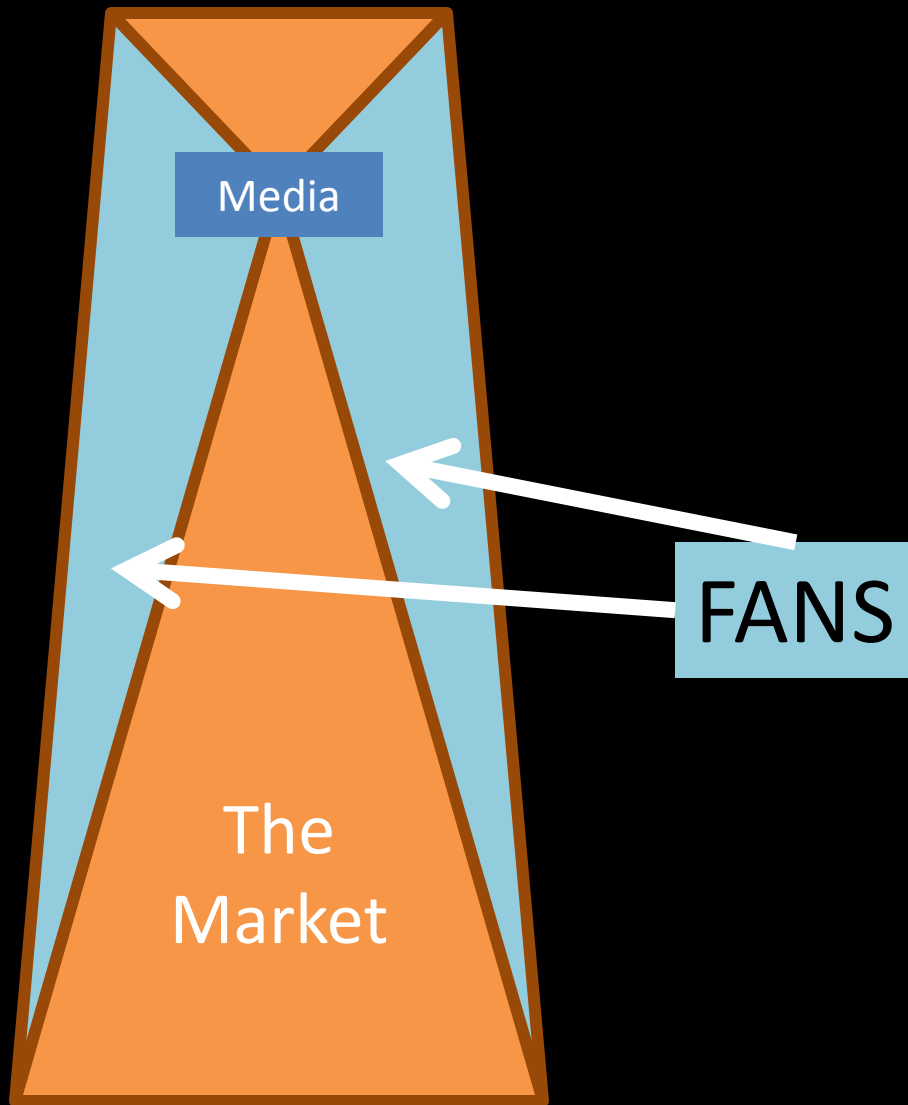




Content  
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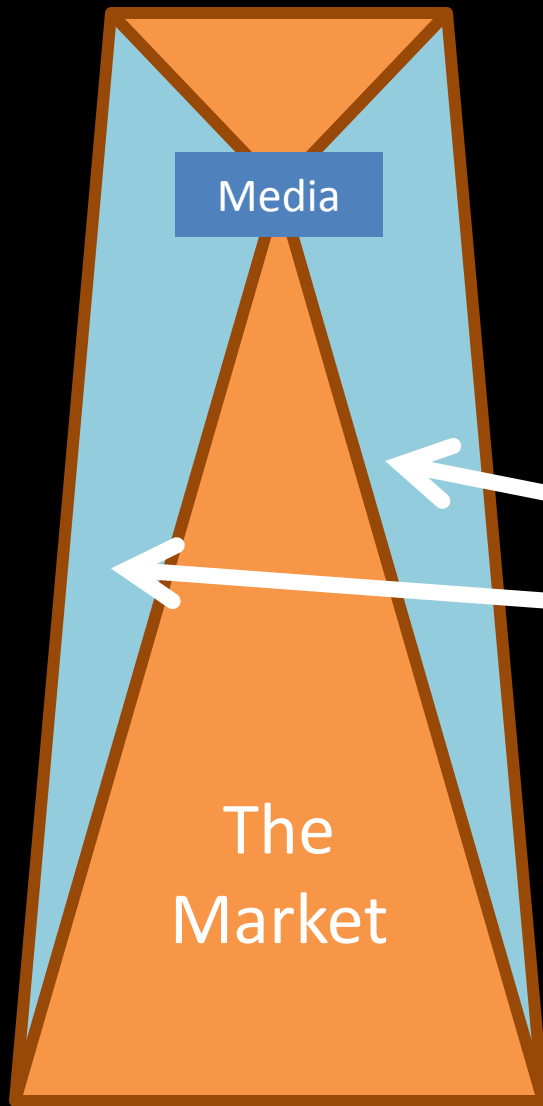






Content  
Context  
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Content  
Context  
Shared Experiences  
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This is not  
Permission Asset



# Apple's Change Agents are The Teenage Pirates

Apple uses Apple Stores  
and Apple Camp as  
Permission Assets

A platform for its fans  
and a source of  
innovation



# Entrepreneurship Education Program as a Permission Asset

- Is it for you?
- Not through standard sponsorship
- A tool for marketing, product innovation and human resources recruitment
- Beware of unwanted players



@theghani

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