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Entrepreneurship Beyond Formal Education: Books as Catalysts for Lifelong Learning

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Abstract

Entrepreneurship education increasingly extends beyond universities and business schools into books, public lectures, podcasts, interviews, and digital media. This paper investigates the educational contribution of entrepreneurship literature as a tool for lifelong learning through a qualitative case study conducted in southern Brazil. The study focuses on *Mentor Empreendedor: Ensinamentos de Liderança e Gestão Incomuns para Você Aplicar à Sua Carreira e Negócios* (*Entrepreneurial Mentor: Unconventional Leadership and Management Lessons for Your Career and Business*), published in 2026 by Brazilian entrepreneur Fabio Camara, Founder and Executive Chairman of FCamara Group. Semi-structured interviews were conducted with young entrepreneurs who read the book and incorporated its concepts into their professional practice without having direct contact with the author. Additional interviews were carried out with entrepreneurs who both read the book and attended lectures delivered by the author, allowing a comparison between different learning experiences and educational media. The study examines whether mentorship-oriented books can effectively promote entrepreneurial learning beyond formal education and explores how books, public lectures, and digital communication complement one another in supporting professional development. Particular attention is given to themes such as leadership, innovation, strategic thinking, organizational culture, and long-term business vision. The findings are expected to contribute to current discussions on lifelong learning and entrepreneurship education by highlighting the role of educational publishing in democratizing access to entrepreneurial knowledge. The study also explores how combining traditional publishing with contemporary communication channels may strengthen professional learning opportunities for emerging entrepreneurs.

Keywords: lifelong learning; entrepreneurship education; informal learning; innovation; professional development.