

The 1916 Rising was inspired by the creative energy, blossoming national identity, and self-reliance fostered by the Irish Revival (1891-1922). But the Irish State has wandered far afield from the ideals and aspirations of its founders, falling well short of the society that they envisioned and the type of economy they imagined. In this inspiring and timely book, Finbarr Bradley and James Kennelly argue that a more fitting legacy of the Rising would replace today's over-reliance on multinational companies with a more balanced economy anchored by globally competitive indigenous enterprises characterized by authenticity, excellence, meaning, integrity, sustainability and a distinctive sense of place. They propose a better way forward, a new paradigm with policies and practices that might help rejuvenate a true enterprise spirit and generate the innovative, dynamic and equitable society that was fought for, but not achieved, a century ago. In an age where, as Yeats presciently wrote, "the best lack all conviction, while the worst are full of passionate intensity," the vision of the founders, cultivated by the Revival and acted upon in the Rising, can continue to inspire the Irish people.

**Finbarr Bradley** teaches at the Smurfit Graduate Business School, University College Dublin. He worked as an engineer with GE and has held a variety of academic positions, including Professor of Finance at Dublin City University where he also founded the innovative Irish-medium centre, *Fiontar*. He co-authored two books with James Kennelly, *The Irish Edge: How Enterprises Compete on Authenticity and Place* (Orpen Press, 2013) and *Capitalising on Culture, Competing on Difference: Innovation, Learning & Sense of Place in a Globalising Ireland* (Blackhall Publishing, 2008). He is an engineering graduate of University College Cork and has a PhD from the Stern School of Business, New York University (NYU).

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GOMBEENS AT THE GATE

FINBARR D. BRADLEY / JAMES J. KENNELLY

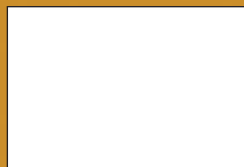


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Renewing the Rising through  
Ideals, Character and Place

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