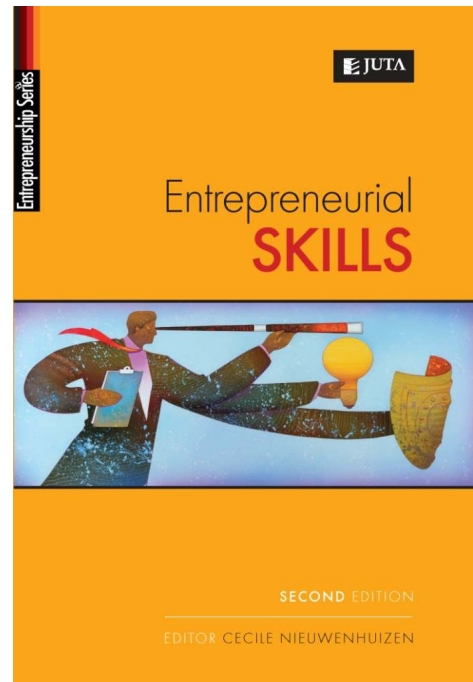


Entrepreneurial Skills

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About this Publication:

An entrepreneur is different from a manager of a small business in many respects, but largely in attitude and approach. And the right approach hinges on appropriate entrepreneurial skills. Professor Cecile Nieuwenhuizen, Head of the Department Business Management at the University of South Africa (Unisa) and author of many articles and books on entrepreneurship, has brought together several experts in the field of entrepreneurship to describe the skills necessary for successful entrepreneurship.

Contents Include:

Entrepreneurial skills covered in this book include:

- Achievement orientation
- Creativity and innovation
- Self-confidence and a positive attitude
- Goal-setting
- Assertiveness
- Time management
- Networking
- Leadership and teamwork
- Creative problem-solving
- Strategies for dealing with conflict and confrontation.

Of Interest and Benefit to:

Entrepreneurial Skills is a guide to success factors for students of business, as well as entrepreneurs starting up a business and those already running an enterprise.