



Entrepreneurial Skills: Second Edition (Entrepreneurship series)

By Cecile Niewwenhuizen

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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 Nieuwenhuizen has brought together several experts in the field of entrepreneurship to describe the skills necessary for successful entrepreneurship. The 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; and, strategies for dealing with conflict and confrontation. This is a guide to success factors for students of business, as well as entrepreneurs starting up a business and those already running an enterprise.

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About the Author

Professor Nieuwenhuizen is head of the Business Management department at the University of South Africa (UNISA) and the author of many articles and books on entrepreneurship.

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