



## The Entrepreneurial Individual

By Roger Cartwright

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Entrepreneurial Individual, Roger Cartwright, This title presents a fast track route to acquiring the skills and tactics of the world's most successful entrepreneurs. It covers all the critical entrepreneurial attributes, from vision to commitment, and from risk taking to customer focus. It features examples and lessons from some of the world's most successful entrepreneurs, including Richard Branson, Ken Bogas and Kwek Leng Beng, and ideas from the smartest thinkers, including Stephen Covey, Peter Drucker and Tom Peters. It includes a glossary of key concepts and a comprehensive resources guide.



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