



The Entrepreneur in Focus: Achieve Your Potential

Bill Bolton, John Thompson

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This innovative book is about identifying and releasing entrepreneurial potential. Using the idea of character themes, it defines the entrepreneur in terms of six key themes, and provides readers with the opportunity to assess themselves in these areas. This book also discusses how entrepreneurs develop, or are stifled, in society at large and within large organizations - the topic of intrapreneurship - and considers how successful entrepreneurs measure up against the six character themes identified. The authors enable readers to identify their talents so that they can be more creative, innovative and enterprising. Having read this book, readers will have a better understanding of their entrepreneurial potential. This book will be essential reading for the general professional business market, and for students of entrepreneurship and enterprise development at undergraduate, MBA and MSc levels. "FACETS (Focus, Advantage, Creativity, Ego, Team and Social) succinctly summarizes the themes of entrepreneurs that we at Gallup have been studying and discovering during this last twenty years. I believe the book will be an excellent tool for any person practicing entrepreneurship and should be a required reading for entrepreneurship study in colleges and universities." Don Clifton, Chairman of Gallup International Research Centre, retired Chairman of Gallup Inc The range of examples used really aim the text at anyone interested in finding out about what is meant by those words - 'entrepreneurship' and 'being entrepreneurial' and 'being enterprising'. It could therefore be read by anyone thinking about going into business on their own or just trying to understand how they could be more enterprising." Frank Martin, Director of the MSc in Entrepreneurial Studies and Director of the MBA in Entrepreneurship and Business Venturing (distance learning), University of Stirling

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