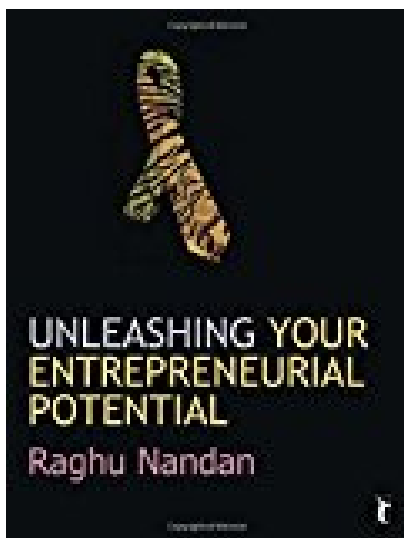


Unleashing Your Entrepreneurial Potential Response Books



BOOK DETAILS

- Author : Raghu Nandan
- Pages : 380 Pages
- Publisher : SAGE Publications Pvt. Ltd
- Language : English
- ISBN : 8178299089

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BOOK SYNOPSIS

This book focuses on how to identify and nurture the entrepreneurial talents of the new generation. The author believes that in the new India, entrepreneurship is less about creating wealth and more about creating new organisations that generate upscale employment. *Unleashing Your Entrepreneurial Potential* highlights how to learn to compete with the best in the world. It builds on the premise that the excellent exposure that the average young Indian professional is already getting is heavily tilted towards the West. But the strongest competitive challenges are now coming from the East, which is ruthlessly capturing the Indian and the world markets. Hence to fight and win in the new world, youngsters in India have to learn and understand the mindset of the Japanese, the Koreans and the Chinese. This book aims to help them do just this: This book has a unique anecdotal style, and uses lucid language and narration in the first person singular to give the effect of engaging the reader in a chat. This guide on understanding the ways of modern business in India and abroad will be of great interest to: - Young professionals who want to do something on their own. - Children from business families eager to take their family business to a new level of growth. - Young entry level executives in the fast changing corporate world. It would also serve as a good supplementary read for graduate and post-graduate level in management, engineering, tourism and commerce institutions.

UNLEASHING YOUR ENTREPRENEURIAL POTENTIAL RESPONSE BOOKS -

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