BUSINESS MANAGEMENT

Practical Workshops for Small and Medium Enterprises

ESSN

Jean Jennekens

Since 1990 Jean Jennekens has, as a volunteer, successfully assisted enterprises in Eastern Europe, Africa and Asia. On the basis of a systematic analysis Jean Jennekens has determined the extent to which knowledge and experience of entrepreneurship is lacking. In this book he has, with the help of many volunteers, worked out his philosophy, structure and method of how, what and when training can be used to achieve goals set.
This book reflects the social involvement of the writer and gives insight into an interaction process. He explains how to work together in a dialogue and how to show understanding and respect for cultural differences and local circumstances.

The Tacis/Phare European Senior Service Network Seminar Committee has designed workshop seminars for small and medium enterprises within the NIS. The Seminar Committee has accepted this book as a manual for these workshops. I consider the described methodical approach and experiences of great value for all trainers who are working to improve entrepreneurship of small and medium enterprises in Eastern Europe.
I would wholeheartedly recommend the use of this book for all the entrepreneurs being trained by the European Senior Service Network.

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