

Foreword Review 

BUSINESS & ECONOMICS

Inner Game of Entrepreneuring: 10 Steps to Mastering the Small Business Challenge The

Ronald E. Guzik

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Entrepreneurs face difficult competition every day, but many don't recognize that their worst enemy is themselves. "Until we can conquer some of our own counterproductive tendencies, habits and daily practices," says author Ronald E. Guzik, "we're losing out at the inner game, and probably aren't doing so well in the outer game of our business either."

Guzik, a vice president of United Financial of Illinois, Inc. and veteran entrepreneurial seminar leader and consultant, has prepared an easily-understood book that is perfect for the busy business person. Although aimed at small business owners, this work qualifies as a common sense handbook for day-to-day living.

The author believes that self-awareness is the first step to business success. He carefully instructs the reader how to develop self-awareness and then builds on that knowledge with a series of tools, key to entrepreneurial success.

One key tool in avoiding the minefield of unawareness is the creation of lists, the author says. Listing the things you have changed in your life in the last few years and understanding the reasons why, will reveal the causes of motivation. He then suggests applying the same process of discovery to business life.

Self-tests (brief questionnaires) at the end of each of the ten chapters aid the business reader and should be revisited to monitor progress in mastering the inner game. This entrepreneur fitness program will help to ensure that your business as well as your mind and body are ready for the vigorous exercise of business ownership.

JAMES R. MCGEE (January / February 1999)

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