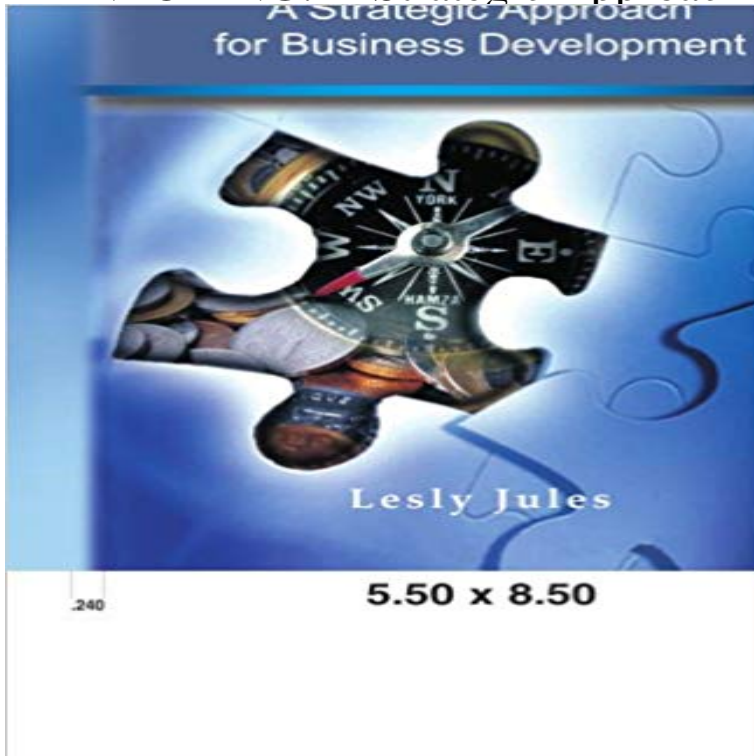


MENTORING: A Strategic Approach for Business Development



This book exposes how a mentoring program should be structured so that it contributes to the effectiveness of small business leaders both in the areas of personal and organizational development. It focuses on the design and implementation of a mentoring program. In so doing, it brings new understanding and insights into the conceptual and empirical framework of strategic mentoring in regards to entrepreneurial or leadership competency development that is needed for productivity and profitability. This book highlights how the success can be ensured through careful design, planning and implementation. Each step is studied thoroughly.

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