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Sommario/riassunto	Who Do You Think You Are?Times are changing fast. Traditional working practices and the concept of a conventional job are increasingly becoming things of the past as we make sense of a new marketplace where the only limit to success is our own imagination. What Does it take to Survive in This New Scrambled Up World of Work?* Attitude - to get started* Enterprise - to succeed* Success - at maximising opportunities* Worklife - in the right balanceThe challenges - and the opportunities - for the 'entrepreneur-within' the huge. For micro-businesses, home-work