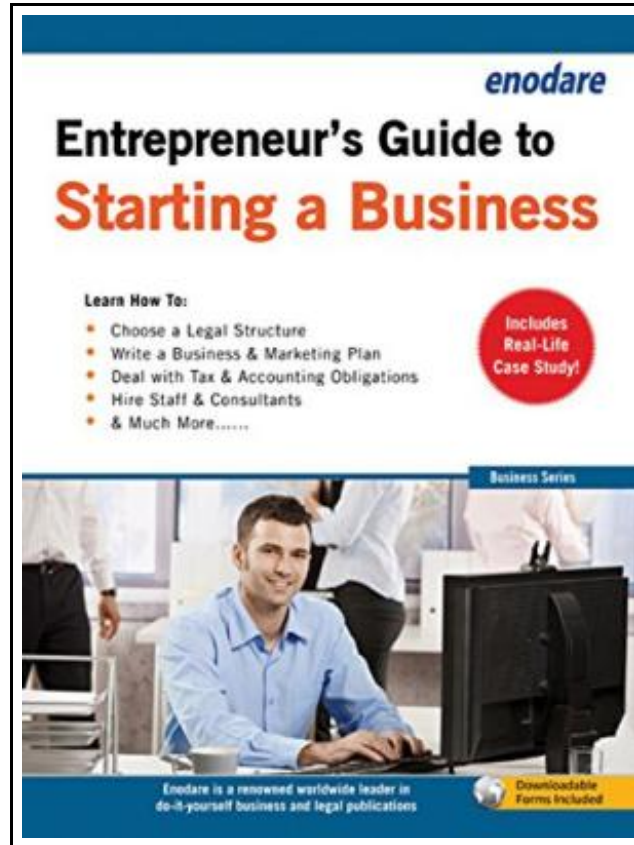


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ENTREPRENEUR S GUIDE TO STARTING A BUSINESS



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Enodare Limited, United States, 2014. Paperback. Book Condition: New. 246 x 185 mm. Language: English . Brand New Book. First-time entrepreneurs face a daunting challenge in identifying all of the issues that must be addressed and mastered when starting a new business. If any item slips through the cracks, or is handled improperly, it could bring a new company crashing to the ground. Entrepreneur s Guide to Starting a Business helps you meet that challenge by walking you through all of the important aspects of successfully launching your own business. When you finish reading this book, not alone will you know the step-by-step process needed to turn your business idea and vision into a successful reality, but you ll also have a wealth of practical knowledge about corporate structures, business marketing plans, e-commerce, hiring staff external advisors, finding commercial property, sales marketing, legal financial matters, tax and much more. Comprehensive overview of all major aspects of starting a new business Covers every stage of the process, from writing your business plan to marketing and selling your new product Plain English descriptions of complex subject matters Real-world case study showing you how things play out in an actual new business environment Brief Table of Contents: 1: The Start-up Landscape. 2: A Hard Look in the Mirror. 3: What s My Line? 4: Drawing a Blueprint for Success. 5: Making it Legal. 6: Let s Get Incorporated. 7: Build or Buy? 8: Priming the Pump. 9: Pulling a Team Together. 10: Staffing Up. 11: A Commercial Lease on Life. 12: Hitting the Target Market. 13: Site Specifics. 14: Closing the Deal. 15: Intangible Value. 16: By the Numbers. 17: Taxing Situations. 18: Legal Matters.



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