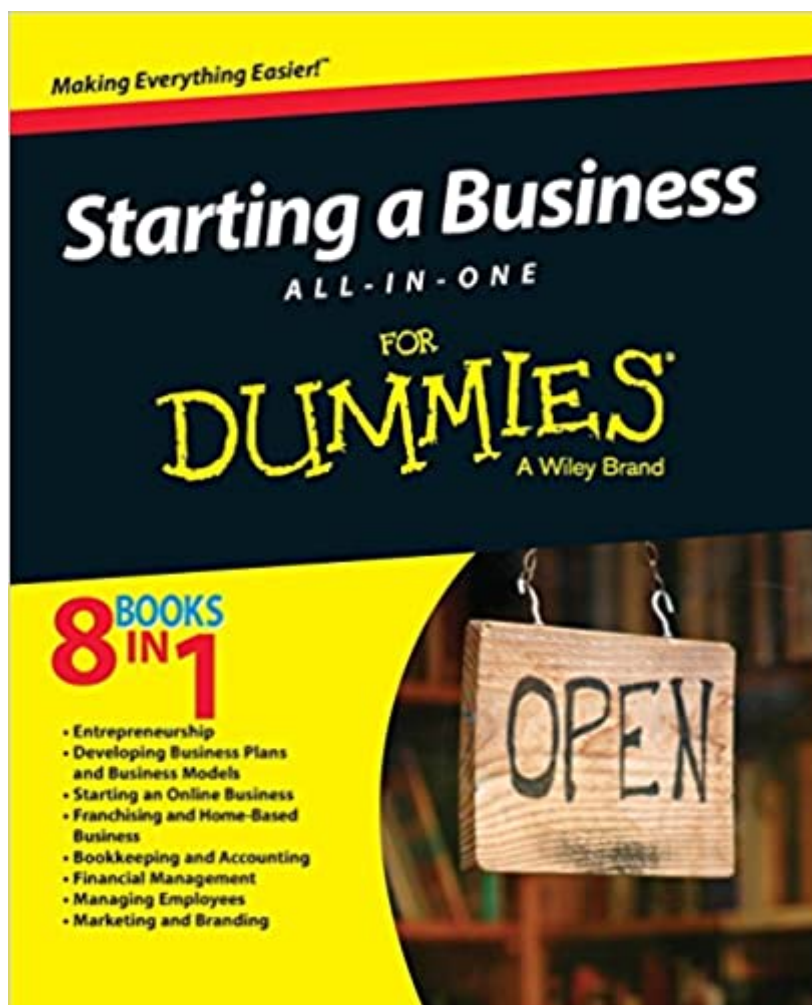


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Starting A Business All-In-One For Dummies



Synopsis

All the practical advice you need for starting a business Starting a business? Don't sweat it! Reflecting today's unique opportunities and challenges, Starting a Business All-In-One For Dummies is packed with everything you need to manage your personal and business risks and successfully navigate your first year in business. Written in plain English and packed with simple, step-by-step instructions, it shows you how to start up your dream business from scratch, write a winning business plan, secure financing, manage your risks successfully, navigate your first year of operation, and much more! The information inside is amassed from 11 bestselling For Dummies books, covering everything from franchising and home-based businesses to bookkeeping, accounting, branding, and marketing. If you're a go-getter looking for a way to launch a great idea and be your own boss, Starting a Business All-In-One For Dummies prepares you to beat the odds and become successful in your sector. Covers proven strategies on successfully branding and marketing your business Includes step-by-step guidance on keeping on top of the books Provides coverage of employee engagement and motivating employees Offers helpful hints for overcoming obstacles in starting a business Whether you're an aspiring entrepreneur or an expert looking to innovate, Starting a Business All-In-One For Dummies is the only reference you'll need to start a business from the ground up.

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- develop a business concept, refine and define your business idea, create a business model, and find your target market
- Planning is half the battle
- write a business plan, find funding, create a website for your business, and keep things legit with the right legal structure
- Show me the money
- set up the books, understand your profits and losses, keep your cool with cost and budgeting, and satisfy the Tax Man
- Rules of management
- hire, set goals, embrace corporate social responsibility, coach and mentor employees, and delegate to get things done
- If you build it...
- optimize your marketing program, strengthen your marketing strategy, take stock of your business image, forge your brand, and create marketing communications that work

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This book is well organized and easy to read. It is a good starting point.

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