



## Starting a Business: Learn What You Need in 2 Hours

By Scott L. Girard, Michael F. O Keefe, Marc A Price

Nova Vista Publishing, United States, 2013. Paperback. Book Condition: New. 226 x 163 mm. Language: English . Brand New Book. The first in a 12-title series, A Crash Course for Entrepreneurs, that coaches prospective and new entrepreneurs in starting a business. Many novice entrepreneurs have little more than a brilliant idea and a pocketful of ambition. They want to know Now what? This book tells you exactly what you must know, in simple terms, using real-world examples. In a two-hour read, it walks you through each phase of planning and developing your own business and gives seasoned advice in a reader-friendly way. Learn how to decide if you have what it takes to be an entrepreneur, how to test your idea s worth, what to do after you confirm your idea is brilliant, how to develop your business plan, what else to do before you start your business, how to get financing from banks and elsewhere, how to develop a brand and logo, what legal and tax issues you need to consider, and how to avoid the most common entrepreneurial mistakes. Find out what other critical resources, processes and practices will help ensure your success. Whether your dream business is...



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