

# Kick-starter.com: The Definitive European Internet Start-up Guide



The high profile leaps and falls of the share prices of dot.com enterprises have highlighted not only the enormous opportunities but also the perils of starting an e-business. kick-starter.com is the definitive guide by Andersen Consulting and other leading internet experts to setting up a European internet business and includes advice on finding a unique business concept as well as marketing, technical, financial and legal aspects and a sample business plan.

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