

The Truth About Starting a Business



Your own business: Take the leap, make it happen, and make it succeed! Learn.... The truth about choosing the right business for you and maintaining a healthy personal life The truth about planning, funding, hiring, and successful launches The truth about financial management, marketing, and growth This book reveals 53 bite-size, easy-to-use techniques for choosing, planning, launching, and growing your winning business. You'll learn how to: generate and test business ideas, and pick the one that's best for you... select the right entry strategy... name and locate your business... raise capital... build your team and get expert advice... protect your business secrets and intellectual property... effectively brand your business and market its offerings... handle pricing, distribution, and sales... manage your finances to specific objectives... prepare for growth... and even maintain your work/life balance as an entrepreneur. This isn't someone's opinion - it's a definitive, evidence-based guide to building your own successful enterprise, a set of bedrock principles you can rely on whoever you are, wherever you are, and whatever business you choose to launch.

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