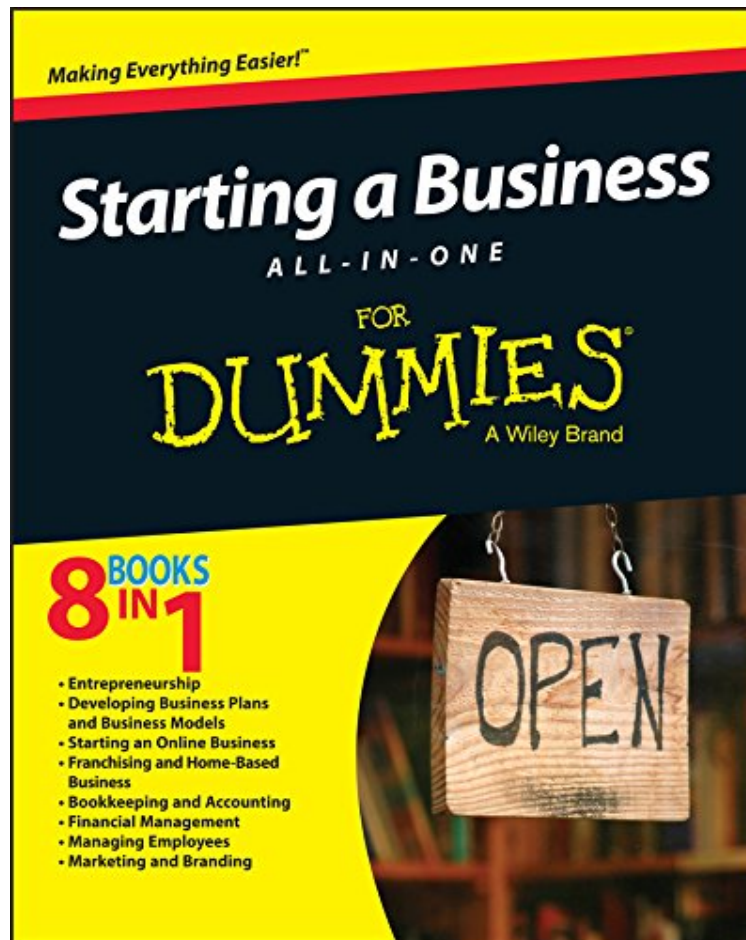


Starting a Business All-In-One For Dummies

Consumer Dummies

DOC | *audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#66296 in eBooks 2015-04-15 2015-05-04 File Name: B00SZ636NY | File size: 16.Mb

Consumer Dummies : Starting a Business All-In-One For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Starting a Business All-In-One For Dummies:

45 of 45 people found the following review helpful. Good start. By R. OchoaI was looking for a book that would give me an overview of knowledge I needed for a new startup I'm pursuing. This one gave me the confidence I needed to proceed. It is not the last book you'll need but is a great first book. Once you've read this book, move on to some detailed books in market research, marketing, read on the use the Wave software for your bookkeeping, etc. I'd also watch some of the videos on YouTube like Sam Altmans Lecture 1. I'm glad I started with this book though. Not complete but a good start. Download the sample and look at the table of contents to see if the book offers areas you're interested in learning and go from there. 0 of 0 people found the following review helpful. Five Stars By Henri Inc Easy to read and understand. Thank you 0 of 0 people found the following review helpful. Awesome By Amanda Brown I bought this book for a friend, as a gift, it was perfect!

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.

From the Back Cover
8 BOOKS IN 1 Entrepreneurship Developing Business Plans and Business Models Starting an Online Business Franchising and Home-Based Business Bookkeeping and Accounting Financial Management Managing Employees Marketing and Branding All the practical advice you need for starting a business Starting a business? Don't sweat it! Written in plain English and packed with simple, step-by-step instructions, this one-stop reference shows you how to start up our dream business from scratch, write a winning business plan, secure financing, manage your risks successfully, navigate your first year of operation, and much more! Eureka! You've got it! —; 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 Open the book and find: Guidance if you're considering a franchise Tips for starting a home-based business The best ways to manage your business with technology Step-by-step guidance on keeping on top of the books Ways to increase employee engagement and motivation Strategies for overcoming obstacles in starting a business Invaluable social marketing strategies