



## The Complete Idiots Guide to Starting Your Own Business

By Ed Paulson

Alpha Books. Paperback. Book Condition: New. Paperback. 448 pages. Dimensions: 9.1in. x 7.3in. x 1.2in. Chock-full of tips for finding the right business idea for you, evaluating an ideas market potential, creating a winning sales plan, developing an effective web and social media strategy, setting up the legal part of your business, and so much more, The Complete Idiots Guide to Starting Your Own Business, Sixth Edition, gives you the practical advice you need to start any type of business. Starting and running your own business, where you run the show your way, isn't as far-fetched as you might think. Many entrepreneurs have successfully ventured out on their own, even during tough economic times, and you can, too. Special emphasis is placed on matching you to the right business idea and writing a great business plan that will withstand tough investor scrutiny. Author, Ed Paulson, has fully updated the content to reflect today's opportunities and challenges, and added new components that feature the basics of creating a web-based business strategy, managing your personal and business risks, business essentials for professionals such as doctors and engineers and how to successfully navigate your first year in business. In addition, this new edition features...



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