



The Entrepreneur's Starter Kit: 50 Things to Know Before Starting a Business

Paul J. Christopher

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The essentials for building a successful business from the ground up are clearly delineated in this primer for would-be entrepreneurs. Whether starting from scratch, buying an existing business, or becoming a franchisee, anyone dreaming of becoming their own boss needs to understand the fundamentals of business management addressed here. Choosing the right business, creating a business plan, analyzing finances, starting part-time, and hiring staff are just some of the topics that are covered in this thorough guide. Business readiness is evaluated in a “reality check” that assesses the motivation and intent of someone starting a new enterprise, and the pitfalls that cause 80 percent of new ventures to fail within five years are frankly addressed. Filled with strategies for managing risk and successfully executing a business plan, this book will help make the goal of independent ownership a reality.

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