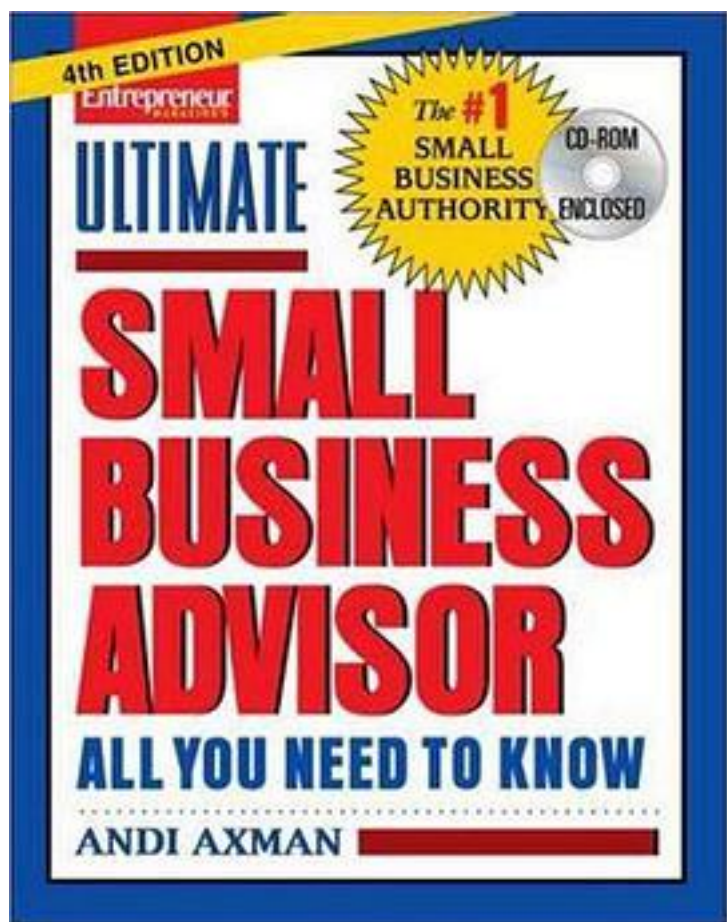


Ultimate Small Business Advisor



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著者:Axman, Andi

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All the Advice you Need to Start Your Own Business--Plus A Bonus CD with Tools to Help You Along the Way Starting and running a thriving business takes time and effort, expertise in managing people and finances, knowledge of your industry and market and the ability to look ahead and plan. And because you have to wear many hats when

you own a small business, it's not always easy. Andi Axman has tapped into Entrepreneur magazine's 30 years of experience to reveal everything you need to know to get your business off the ground and keep it growing successfully. Axman advises you on: Performing market research Location, leases and licensing Writing a business plan and securing startup financing Record keeping and tax planning Pricing, financial controls and credit management Legal issues and insurance Marketing, advertising and sales Offering unparalleled customer service Plus, it comes with a bonus CD that provides hands-on learning tools It's the ultimate encyclopedia for any business owner.

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