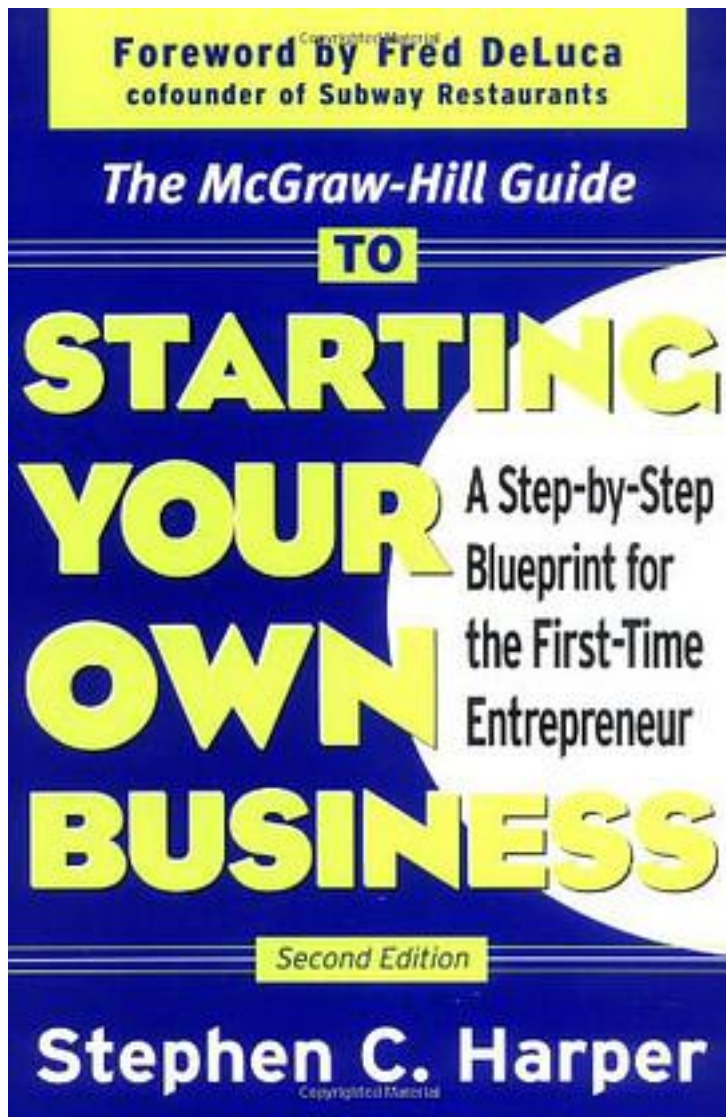


# The McGraw-Hill Guide to Starting Your Own Business



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From Library Journal In this guide Harper, head of his own management consulting firm, discusses the aspects of becoming an entrepreneur practically and realistically. He covers choosing the type of business; writing the business plan; advertising; financing; and franchising. Included also is the Entrepreneurial Qualities Self-Test designed to measure potential skills. Harper also cites and describes additional sources of information such as the U.S. Industrial Outlook, published annually by USGPO, and Wilson's Business Periodicals Index. Along with Lyle Maul and Dianne Mayfield's Entrepreneur's Road Map (LJ 9/1/89) and Sharon Kahn and Philip Lieff's 101 Best Businesses To Start (LJ 7/88), this book will provide a good "first step" for would-be entrepreneurs. Recommended to public libraries.- Lucy Heckman, St. John's Univ. Lib., Jamaica, New York Copyright 1990 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title. Book Description The McGraw-Hill Guide to Starting Your Own Business shows new and prospective business owners how to beat the odds and join the select few who follow their dreams to financial reward, job satisfaction, and self reliance. See all Editorial Reviews

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