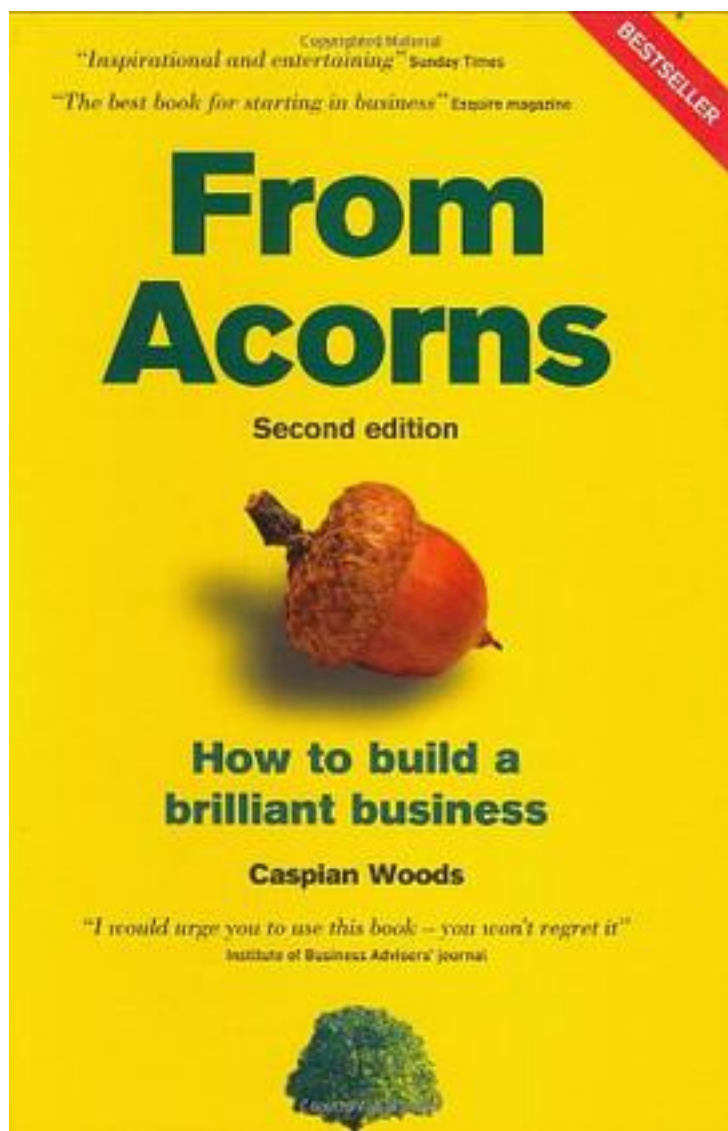


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Thinking of starting a business? Chances are you will be excited by your ideas, but daunted by what might lie ahead. Most start-up guides make that feeling worse, by overloading you with complex, yet missing out the essentials that you really need to focus on to succeed. From Acorns is a different kind of book. Free from jargon and full of practical tips from countless entrepreneurs, its the only guide that tells you exactly what you need to know no frills, no complications. In its second edition, this bestselling book now includes information not only for small start-ups, but for those with ambitious growth plans who need to plan big financial pitches, initiate and nurture large scale expansions, and, eventually, sell and move on to the next venture. From Acorns is the no nonsense guide to starting a business whether your plans or modest or on a grand scale, this book helps you get it right first time around.

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