

Starting a Successful Business

THE SUNDAY TIMES
BUSINESS ENTERPRISE SERIES

Starting a Successful Business

Start up and grow
your own company

6TH EDITION



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Starting a business from scratch is an exciting but daunting endeavor. Starting a Successful Business is a one-stop reference for advice on getting a new business up and running. It shows readers how to make their business a success, how to avoid making costly mistakes, and how to save time and money in the process. The new sixth edition covers every aspect of running a business, including laying the basic foundations, controlling and raising money, and managing operations, employment, risk management, and growth. Including information on opportunities created by the internet, Starting a Successful Business contains all the advice prospective business owners need before starting their own company in today's competitive business environment.

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