

The Accidental Startup



The **Accidental** Startup

Business **Basics** for the Chance **Entrepreneur**

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Create your own job security

A wealth of info for prospective entrepreneurs.

With unemployment rates rising, many people are out of work and many more are either underemployed or in fear of losing their jobs. Many of these workers have long thought of owning their own businesses and are pondering whether self-employment is the right choice. This book will help them make the call, and go about the process of starting and running their own businesses by learning how to:

- Determine if it makes financial sense to leave the corporate world behind
- Assess whether they have what it takes to be self-employed
- Identify the market for their business and test whether it's viable
- Calculate start-up costs and revenue streams before making any investments
- Understand the strengths and weaknesses of the Competition
- Advertise and market the business

作者介绍:

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