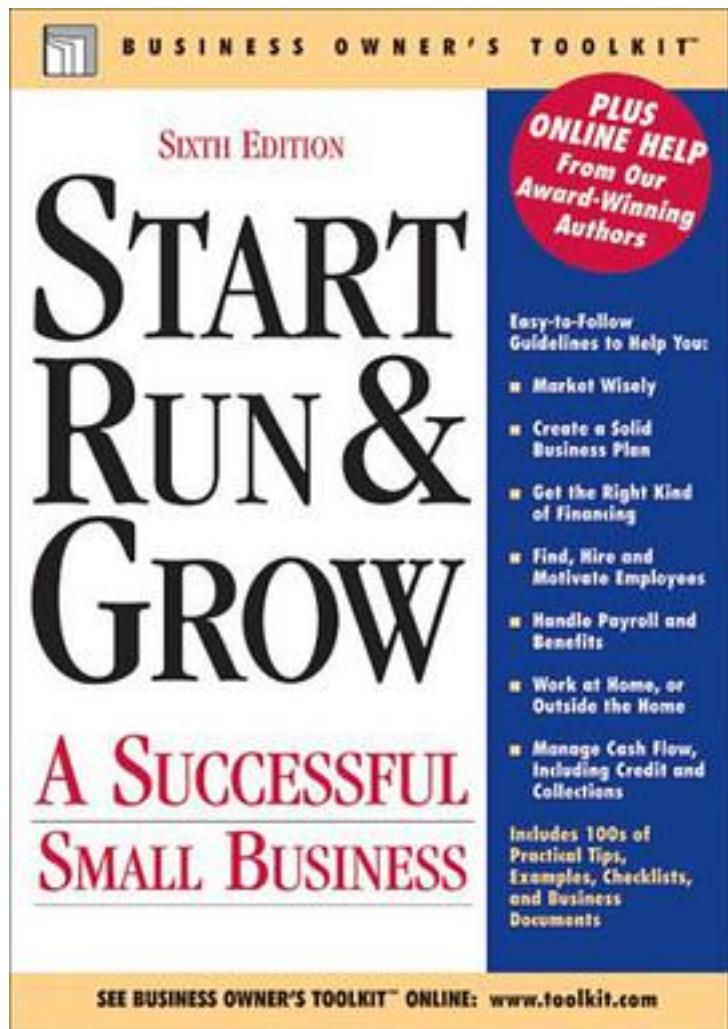


Start Run & Grow a Successful Small Business



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Fully updated with new laws and regulations, this comprehensive resource provides

current and prospective small-business owners valuable insight and guidance for not only starting a business, but also successfully running one. Included are suggestions for marketing wisely and cheaply; tips for managing cash flow, including credit and collections; techniques for creating a business plan that serves as an organizational blueprint and earns financial backing; and suggestions for how to control your tax liabilities. Effective approaches to managing human resources are also examined, including payroll, benefits, hiring, and firing. Case studies, checklists, and model business plans are included.

作者介绍:

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