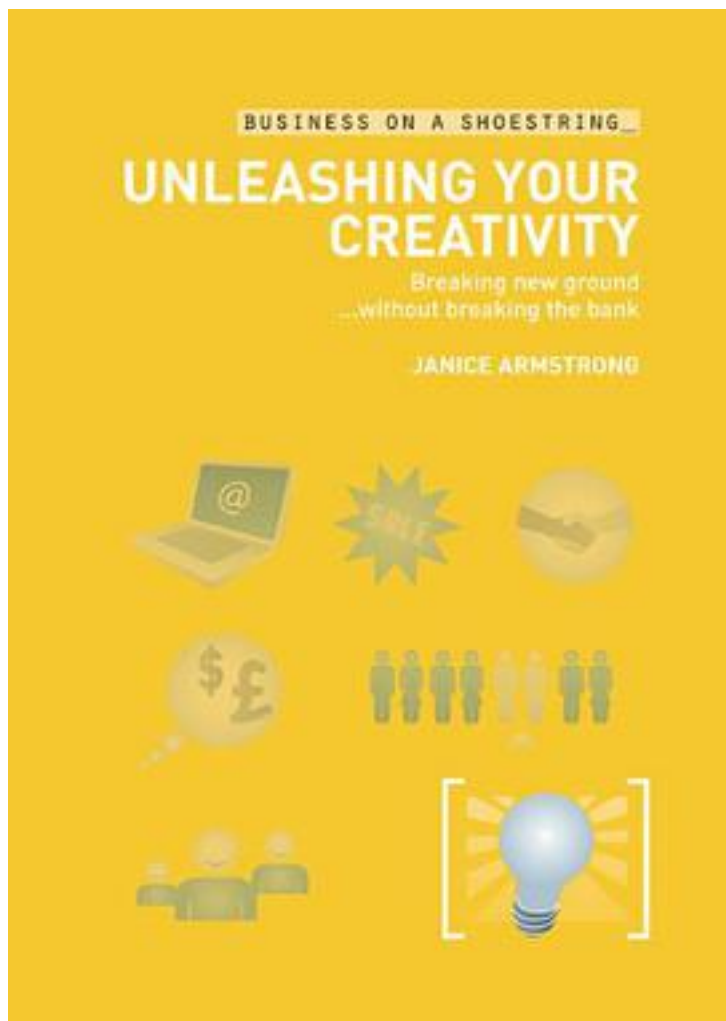


Unleashing Your Creativity



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The Business on a Shoestring series helps small business owners grow their business

imaginatively, effectively and without spending a fortune. Aimed at entrepreneurs with plenty of vision and commitment but not a lot of cash, each book is packed with ideas that really work, real-life examples, step-by-step advice and sources of further information. Given a little encouragement, we can all be creative, which is good news for all small business owners. You don't need to engage expensive consultants to help you come up with great ideas, and this book shows you how. Full of practical advice that will help readers tap into their creative side and reach their business goals at the same time, this book will help you understand what creativity is, get to grips with the creative process and come up with ideas that will have a real impact on your bottom line.

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