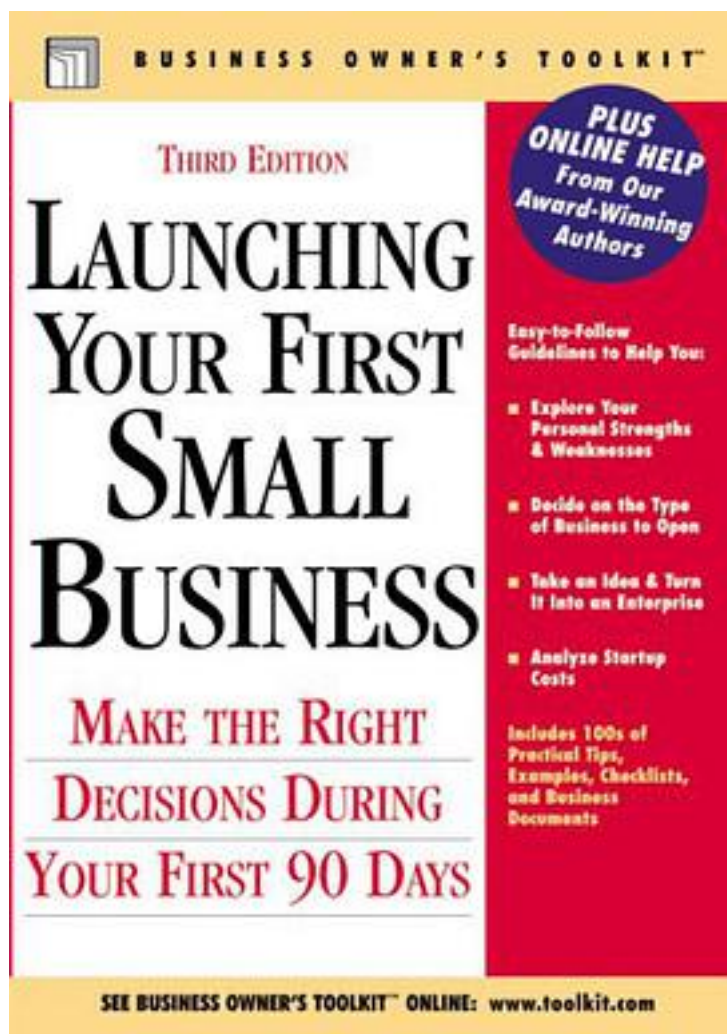


Launching Your First Small Business



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Ideal for aspiring small-business owners, this guide identifies the key issues that must

be addressed in order to turn an idea into a profitable business and explains how to make the right decisions before opening a business and through the first 90 days of operation. The detailed resource lists factors to consider when making the transition to self-employment, including the assessment of personal strengths and weaknesses, the consideration of the costs involved in start-up, and the decision of what type of business to open. This in-depth manual also stresses the importance of choosing the right professional services and evaluating whether to start a new business or buy an existing business or franchise. A truly comprehensive introduction to small businesses, this must-have for entrepreneurs offers invaluable advice on organizing the business; implementing asset protection strategies during business formation; developing business plans and marketing objectives; and finding, staffing, and equipping the right location.

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