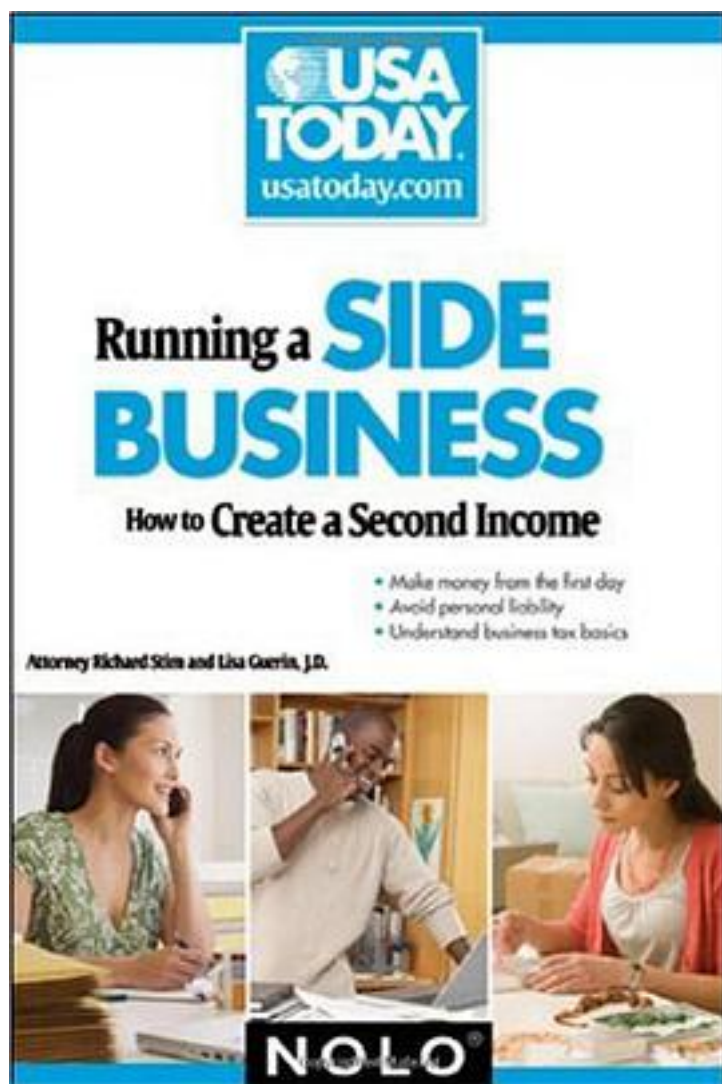


Running a Side Business



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The ideal start-up book for the multi-jobbing person From crafting to home repair work to website design, many individuals have transitioned, or wish to transition, from hobby to business, thereby turning their passion into income. And the latest economic forecasts are leading more people than ever to create a second business as they discover that one source of income just isn't enough. But how to start it, manage it, make a profit? "Running a Side Business" will show the multi-business entrepreneur how. Packed with practical advice, tips, legal resources, start-up success stories, and the popular and relevant USA TODAY snapshots and graphs, "Running a Side Business" guides readers through the entire business lifecycle, addressing and answering all of the important questions along the way. They'll learn how to: choose a side business that will succeed manage the fulltime job while running the side business protect personal assets keep it legal: how and where to obtain and / or file permits, licenses, contracts, trademarks, and more manage a home-based business and work with others market the new business file taxes, take deductions, and much more. Additionally, the book takes a closer look at side businesses that have become more popular in the last decade, including sales (or "stores") through eBay, Amazon and other online channels, web design, blogging, Google AdSense business models, and podcasting models.

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目录:

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