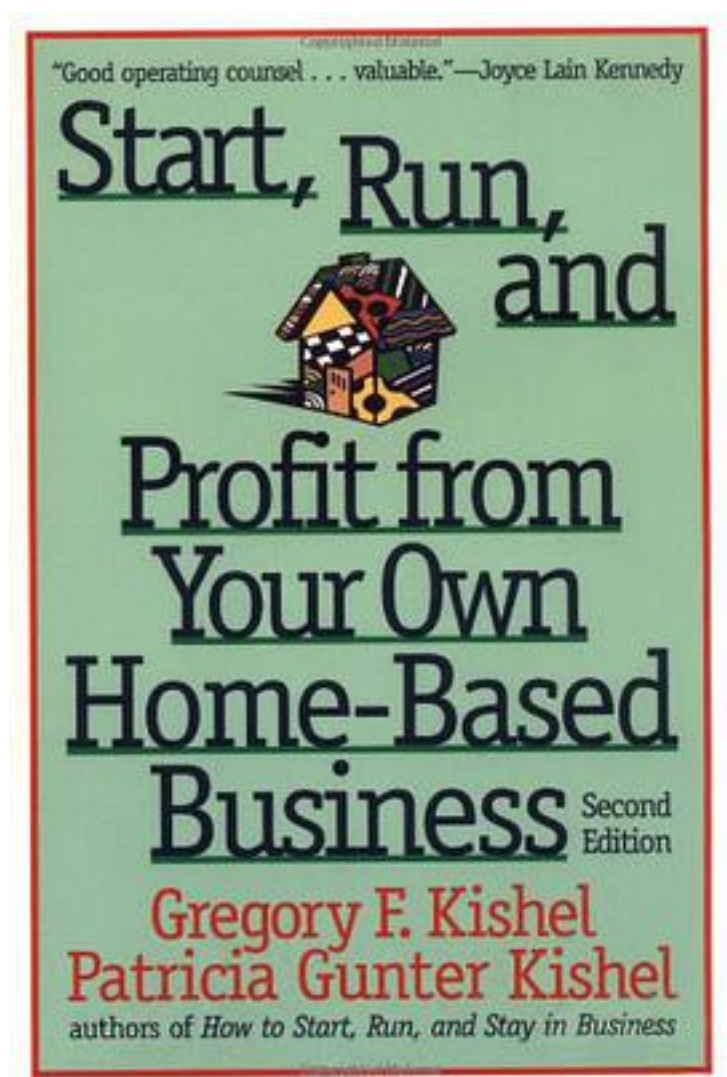


Start, Run and Profit from Your Own Home-based Business



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Turn your home into a profit center Start, Run, and Profit from Your Own Home-Based Business Second Edition Here is the only hands-on guide you need to set up and operate a profitable an rewarding home-based business. An ideal one-stop reference for the more than 45 million people currently working out of their homes--and the countless others interested in doing the same--the Second Edition of this classic nuts-and-bolts bestseller features thoroughly revised and updated coverage of all recent advances in home-office technology, the flexibility afforded by "virtual officing," and the broad range of unique opportunities available to today's entrepreneurs. Count on small-business gurus Gregory and Patricia Kishel for practical, step-by-step advice on every aspect of setting up shop at home--from picking the right business and selecting office equipment to presenting a professional image to potential clients and customers. You'll find out how to: Finance and computerize a home-based business Prepare marketing, advertising, and promotion programs Achieve top-quality customer service to attract and keep business Deal with vital tax, insurance, and legal considerations If you're thinking about starting your own business at home or just curious about what it takes, Start, Run, and Profit from Your Own Home-Based Business is the all-in-one guide to making it happen . and making it profitable.

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