



Business for Beginners: From Research and Business Plans to Money, Marketing and the Law

By France McGuckin, McGuckin

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, Business for Beginners: From Research and Business Plans to Money, Marketing and the Law, France McGuckin, McGuckin, Most small business guides claim to be for entrepreneurs, but either talk over their heads or treat them like they have no business savvy. The solution? Business for Beginners. Written by an entrepreneur, it targets the 13 big questions (and all the other questions that come with) that entrepreneurs need to consider to build a successful business, with the answers that will set them on the right track. Frances McGuckin and SmallBizPro are dedicated to reaching the small business owner, speaking constantly across North America and working closely with the small business associations that entrepreneurs turn to for help. This book contains clear advice along with case studies, examples, checklists and ?success strategies.? The essential advice includes: ? Knowing where to start? Understanding legal and tax requirements? Understanding financial statements? Organizing accounting and paperwork? Developing a winning business plan? Building entrepreneurial skills? Marketing on a budget.



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