



## The Ultimate Guide to Avoiding Business Start-Up Failure (Paperback)

By John Charman

Createspace Independent Publishing Platform, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Business start-up success is rare. Over 60 fail within the first five years. The successful entrepreneur learns what is needed in advance of starting a business. Successful entrepreneur and author John Charman reviews his own 30 start-ups and shows how 20 factors were the difference between success and failure. The factors include the level of desire, cash flow, the chosen field, apprenticeship, partners, executive experience, advisers, personal strengths and weaknesses, working capital, planning, project management, USP, marketing, accounting knowledge, employees, the economy, directors, education, black swan events, diversification and how to build a sustainable business. A scoring model of the 20 factors is provided for self assessment. A superb guide by a successful entrepreneur with over 30 years of experience in start-ups.



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*The book is great and fantastic. It is probably the most remarkable pdf i have got read through. You can expect to like the way the article writer compose this ebook.*

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