



How to Start, Run and Stay in Business: The Nuts-and-Bolts Guide to Turning Your Business Dream Into a Reality (4th Revised edition)

By Gregory F. Kishel, Patricia Gunter Kishel

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, How to Start, Run and Stay in Business: The Nuts-and-Bolts Guide to Turning Your Business Dream Into a Reality (4th Revised edition), Gregory F. Kishel, Patricia Gunter Kishel, A new 25th anniversary update of the entrepreneur's bible For twenty-five years, entrepreneurs have relied on this friendly, comprehensive guide to the basics of successfully operating a small business. Now, this new Fourth Edition of How to Start, Run & Stay in Business completely updates the bestselling classic for today's entrepreneur. It features all the reliable, straightforward advice readers expect and also includes entirely new information on online business and marketing as well as new Internet resources. Material on legal and financial issues, international business, customer service, and state and federal tax regulations has been fully revised. Plus, new charts, illustrations, questionnaires, and checklists make the book more practical and useful than ever. Inside, you'll find world-class guidance on every vital aspect of small business success, including: Preparing a business plan Finding the right location Deciding on an ownership structure Record keeping and taxes Financing and capital Inventory and distribution Hiring and staffing Managing and motivating people Marketing and promotions Risk...



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