

# So You Have A Great Idea For a Business.now what?

By Justin Herald

Allen & Unwin/Viva Books, 2008. Softcover. Book Condition: New. First edition. At the age of 25 I had an idea start a clothing brand.Did I know what I was doing at the start? Not at all! Did I think that it would be as hard as it was? Nowhere near it! Would I have benefited from a book like this? Absolutely! Justin Herald, one of Australia?s most successful entrepreneurs and motivational speakers, offers his advice to help you properly prepare yourself to turn your bright idea into a successful business. Full of practical suggestions on what to do and what to avoid, motivational tips, and case studies of successful - and not-so-successful - ventures, So You Have a Great Idea For a Business . . . now what? is essential reading for anyone wanting a head start in small business. Contents: Introduction ? It all starts with the idea ? Research, research, research ? Time and money ? Rewards and drawbacks ? Common mistakes when starting a business ? Sales, branding and marketing made simple ? It?s all about you! ? So, now you can start. Printed Pages: 168.



#### Reviews

This book will never be easy to start on reading but quite exciting to see. It is actually rally intriguing through looking at period of time. Your daily life span will be convert once you total looking over this book.

### -- Torrance Vandervort

The publication is straightforward in study safer to recognize. It is writter in straightforward words and never hard to understand. Its been printed in an extremely straightforward way and it is just after i finished reading this book through which basically modified me, affect the way i think. -- Percy Bernhard

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