



The Small Business Owners Manual: Everything You Need to Know to Start Up and Run Your Business

By Joe Kennedy

Career Press. Paperback. Condition: New. 312 pages. Dimensions: 9.9in. x 7.0in. x 0.8in. An Owners Manual provides fast, practical and direct advice and that's what you get with this book! The Small Business Owners Manual is useful for newly minted entrepreneurs as well as seasoned business owners and can be read from cover-to-cover or to quickly lookup information in the midst of a crisis. For example: Choose among 13 ways to get new financing and the 17 steps to building a winning loan package. Weigh the pros and cons among 8 legal structures, from corporations to LLCs. Write winning ads and analyze 16 advertising and marketing alternatives including the latest in Search Engine Marketing and Search Engine Optimization. Develop a powerful business plan in half the time. Learn to sell products and services by considering 10 possible sales and distribution channels. Discover the latest trends to quickly and inexpensively set up a web-site and e-store. Get taxes paid on time, collect from deadbeats, protect the business from litigation and get legal agreements with teeth by effectively finding and partnering with CPAs and attorneys. Get a quick overview of the 14 top forms of business insurance including workers comp and medical. Looking...



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