



## Business Start-Ups Done Dirt Cheap: For Entrepreneurs Who Want to Minimize Start-Up Costs and Maximize Chances of Success (Paperback)

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By Bruce C Thornton

iUniverse, United States, 2006. Paperback. Condition: New. Language: English. Brand new Book. The number one reason for business failures in the United States is "running out of cash." "Business Start-Ups Done Dirt Cheap" is an entrepreneur's guide to minimizing cash outlays while starting up a successful new business venture. The author shows step by step how to evaluate, organize, and set up a new business, while conserving cash and avoiding mistakes at each step. Each stage of the business development, from initial idea to commercial operations is examined. Details and recommendations on payroll, accounting, and legal systems and protections are included. There are sections on: Creating and evaluating venture ideas Initial organization and legal structure Initial operations and product development Commercial operations Early sources of funding Entry marketing strategies Characteristics of successful ventures Management tenets of successful ventures Common reasons for venture failures (to be avoided!) This book is the entrepreneur's practical guide to success with advice and examples to simplify each step of the business development process. Over 90 percent of new business ventures fail within 3 years, usually from lack of cash or being overwhelmed by regulations or mistakes. Follow the steps in the book and be part...



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