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If you want to know how to do something, ask someone who is already doing it. This is the vantage point from which the guides are written. Therefore, all material is first-hand, contributed by real entrepreneurs. This allows readers the benefit of learning from those who have been there.

Offered is some conventional advice, some not-so-conventional advice and authentic accounts of why one method works as opposed to another.

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Offered is some conventional advice, some not-so-conventional advice and authentic accounts of why one method works as opposed to another.

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