



## Small Business For Dummies (Paperback)

By Eric Tyson, Jim Schell

John Wiley Sons Inc, United States, 2012. Paperback. Condition: New. 4th Edition. Language: English. This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. The leading resource for starting and running any small business Want to start the small business of your dreams? Want to breathe new life into the one you already have? Small Business For Dummies provides authoritative guidance on every aspect of starting and growing your business, from financing and budgeting to marketing, management and beyond. This completely practical, no-nonsense guide gives you expert advice on everything from generating ideas and locating startup money to hiring the right people, balancing the books, and planning for growth. You ll get plenty of help in ramping up your management skills, developing a marketing strategy, keeping your customers loyal, and much more. You ll also find out to use the latest technology to improve your business s performance at every level. How start-up and established small businesses can use the Small Business Jobs Act to their advantageEnhanced and expanded coverage on using technology in your small businessHiring employees using online resources including LinkedIn, Facebook, and other...



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