



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.



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Reviews

This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.

-- **Andres Bashirian**

Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.

-- **Lacy Goldner**