



The New Entrepreneur: A Guide to Modern Business (Paperback)

By Jose Isaac Perez

Createspace Independent Publishing Platform, United States, 2017. Paperback. Condition: New. Language: English. Brand new Book. Big players have had their fun for too long. Data driven business platforms have ushered in a new era of opportunity & competition. Small businesses continue to grow at unprecedented rates. Unicorn companies are sprouting left and right. Modern platforms open new markets at a global scale. It's obvious, new entrepreneurs are winning the battle against big business. How do they do it? New entrepreneurs are leveraging resources like never before. Cloud technologies have eliminated economies of scale, giving smaller players a fair playing field. New learning mediums provide hungry entrepreneurs with access to free knowledge. Inexpensive software give small businesses unprecedented automation previously exclusive to large corporations. Scalable business processes eliminate waste and optimize productivity. Instant communication and social media open the door to real-time customer interaction and relationship nurturing. Opportunities are ever present. Don't get left behind! What's inside the Book? - Helpful resources for entrepreneurs including links to grants, SBA programs, and funding avenues - Insight into lesser known leverages for boosting success like D&B credit scores, BBB ratings, and 8(a) business advantage programs - An introduction to business structures including filing...



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