



So You Want To Start A Business

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Summary : Free so you want to start a business pdf download - hess and goetz present a roadmap for how to avoid the things that can cause you to stumble and how to build a business the right way jeff zeigler ceo techturn com austin tx when i started my graphic design business i knew i had enough talent to impress and keep my clients but i struggled with the day to day running of the business so you want to start a business is the blueprint i needed to get organized and put all the right things in place kory bailey owner creative counterpart build the successful company you ve always wanted to own avoid the 8 disastrous operational mistakes that kill new businesses walk step-by-step through the entire process of building a winning business master 55 amazingly simple rules of business success for every entrepreneur and potential entrepreneur no previous business experience necessary launch the winning business you ve always wanted or make more money in the business you ve already started more than 5 000 000 new businesses are started each year but 70 of them will fail now two renowned experts on entrepreneurship identify the 8 killer mistakes that cause most business failures and give you the knowledge tools and hands-on advice to avoid them so you can build a business that thrives unlike other books on entrepreneurship this book focuses on the crucial operational issues associated with consistent profitability you ll learn how to identify the right opportunities and customers design winning products and services set the right prices overcome customer inertia avoid common day-to-day management mistakes find and keep good employees and finally smoothly manage growth throughout the authors draw on real life entrepreneurial experiences case studies and leading-edge research there s nothing theoretical here this is fast-paced 100 practical advice you can use to make your business dreams and goals come true starting right now what really makes a successful entrepreneur what they do how they act and how to find your best path to business success get the 3 ws right from the start what will you sell who will buy it and why will they buy it 55 simple indispensable rules for success what you must know about customers competitors and your employees the art and science of managing people operations and growth create processes set priorities maximize quality measure people and improve every day

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