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START, RUN, AND PROFIT FROM YOUR OWN HOME-BASED BUSINESS - Second Edition

By Kishel, Gregory F.; Kishel, Patricia Gunter

Somerset, NJ: John Wiley & Sons, Inc., 1999. Soft cover. Book Condition: New. 2nd Edition. Octavo, illustrated wrappers. A new, unread copy. *** Turn your home into a profit center. Here is the only hands-on guide you need to set up and operate a profitable and rewarding home-based business. An ideal one-stop reference for the more than 45 million people currently working out of their homes -- and the countless others interested in doing the same -- the Second Edition of this classic nuts-and-bolts bestseller features thoroughly revised and updated coverage of all recent advances in home-office technology, the flexibility afforded by "virtual officing," and the broad range of unique opportunities available to today's entrepreneurs. Count on small-business gurus Gregory and Patricia Kishel for practical, step-by-step advice on every aspect of setting up shop at home -- from picking the right business and selecting office equipment to presenting a professional image to potential clients and customers. You'll find out how to: finance and computerize a home-based business; prepare marketing, advertising, and promotion programs; achieve top-quality customer service to attract and keep business; deal with vital tax, insurance, and legal considerations. If you're thinking about starting your own business at home...



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