



Everyday Entrepreneurs: A Sugar-Free, Dragon-Slaying Start-Up Guide for the Simple Small Business

By Ken Horn

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Everyday Entrepreneurs: A Sugar-Free, Dragon-Slaying Start-Up Guide for the Simple Small Business, Ken Horn, If you want to start your own airline, this book isn't for you. This is the business book for everyone tired of being told they have to have the next big thing in order to make a living running their own firm. It's the down-to-earth, insider's guide to starting a great business that thrives - without having to takeover the world. Or dance to Lord Sugar's tune. Or go cap-in-hand to the Dragons. Author and business advisor Ken Horn has helped thousands of people to be a success running their own business, reaching freedom and financial security not by winning the Big Business Idea Lottery but simply through delivering traditional services in existing markets. Bringing a master's knowledge of the ins and outs of starting and running a successful small business, Ken: strips away the mystery surrounding starting your own business; packages up the common challenges of starting up and helps readers tackle them; cuts through the information overload and provides only what you really need to know to launch a small business; and reveals in what...



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