1. Record Nr. UNINA9910150515803321 Autore Ashton Robert Titolo Brilliant checklists for entrepreneurs: your shortcut to success // Robert Ashton Harlow, England:,: Prentice Hall, is an imprint of Pearson,, 2010 Pubbl/distr/stampa **ISBN** 1-282-98373-3 9786612983733 0-273-74081-4 Edizione [Third edition.] Descrizione fisica 1 online resource (234 pages) Collana Brilliant Disciplina 658.421 Soggetti Entrepreneurship New business enterprises Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Bibliographic Level Mode of Issuance: Monograph Intro -- Brilliant Checklists for Entrepreneurs -- About the Author --Nota di contenuto Contents -- Introduction -- Chapter 1: Be Ambitious: Set Your Sights At the Right Level -- 10 Ways to Think of Your Business Idea -- 10 Proven Tips on Creative Thinking -- 10 Things You Need to Be Honest With Yourself About -- 10 Things to Check Before Chucking in Your Job -- Chapter 2: Goals: Making Sure Your Enterprise Fits Your Ethos -- 10 Ways to Help Your Family Share Your Dream -- 10 Common Self-Doubts and How to Conquer Them -- 10 Ways to Work Out How Big You Want to Grow -- 10 Questions to Help You Match Your Business to Your Lifestyle -- Chapter 3: Do Research: Easy Ways to Check Your Business Idea -- 10 Quick and Simple Ways to Measure Potential -- 10 Free Ways to Research Your Idea on the Internet -- 10 Good Questions and Where to Ask Them -- 10 Ways to Test Your New Idea -- 10 People Who Might Do Your Research for Free -- Chapter 4: Write Your Plan: How to Make a Convincing Case -- 10 Things Every Business Plan Should Contain -- 10 Important Figures and How to Calculate Them --10 Things Your Bank Managers Like to See -- 10 Shortcuts to An Accurate Cash Flow Forecast -- 10 Points to Consider When Choosing a

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