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Nota di contenuto	Cover -- Contents -- Acknowledgements -- Introduction -- About us -- Part 1: The reasons for going it alone -- Chapter 1: Why do it? -- Chapter 2: When should you do it? -- Chapter 3: Looking for inspiration -- Chapter 4: Leaving employment -- Part 2: Building your business plan -- Chapter 5: Developing the idea -- Chapter 6: Number crunching -- Chapter 7: Getting advice -- Chapter 8: The right business structure -- Chapter 9: Branding your business -- Chapter 10: Minimising risk -- Chapter 11: The final plan and how to use it -- Part 3: The nuts and bolts of running your business -- Chapter 12: Working smartly -- Chapter 13: The right environment -- Chapter 14: Staying on track -- Chapter 15: Managing relationships -- Chapter 16: Managing growth -- Chapter 17: Embracing change -- Part 4: Unconventional lessons -- Chapter 18: Beware of experts -- Chapter 19: Luck or judgement -- Chapter 20: The do nothing strategy -- Chapter 21: Business bullies -- Chapter 22: How to sleep at night -- Conclusions -- Bibliography -- Index.
Sommario/riassunto	Stop dreaming and start your own business