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Nota di contenuto	Cover -- Title Page -- Copyright Page -- Contents -- Acknowledgements -- About the author -- Chapter 1 You and your ideas -- Chapter 2 Who will buy? -- Chapter 3 A spot of coaching -- Chapter 4 Your business identity -- Chapter 5 Are you sure? -- Chapter 6 The business plan -- Chapter 7 Timing the jump -- Chapter 8 Less than 100 per cent -- Chapter 9 Off the peg -- Chapter 10 Franchises -- Chapter 11 Beating the pirates -- Chapter 12 The right name -- Chapter 13 Getting the message across -- Chapter 14 Getting new customers -- Chapter 15 Building customer relationships -- Chapter 16 How to set a price -- Chapter 17 Choosing your workplace -- Chapter 18 Professional back-up -- Chapter 19 Getting the right staff -- Chapter 20 Your rights and duties as an employer -- Chapter 21 Your business and the environment -- Chapter 22 Insurance -- Chapter 23 Forecasting -- Chapter 24 Raising the money -- Chapter 25 Staying afloat -- Chapter 26 Moving ahead -- Chapter 27 Not waving but drowning -- Chapter 28 Keeping the record straight -- Chapter 29 Tax -- Chapter 30 VAT -- Chapter 31 Pensions and retirement -- Appendix: Useful Financial Times article -- References -- Index.
Sommario/riassunto	Whether you're about to start your own business or have already taken the plunge and want to keep everything on track, make sure you have a

copy of the No.1 bestselling The Financial Times Guide to Business Start Up on your shelf. Annually updated, this guide takes you through every important aspect of starting and running a business, including developing your idea and getting financial backing, building customer relationships, developing your online presence and much more.
