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Nota di contenuto	Learn Small Business Start-Up in 7 Days; Table of Contents; About the author; Acknowledgements; Introduction; Day 1: Are you ready to start a business?; Day 2: Establishing your business; Day 3: Getting professional advice; Day 4: Marketing; Day 5: Finances; Day 6: People power; Day 7: Launching your business; Appendix A: Business plan template; Appendix B: Business plan for Mulrenan Gardeners; Appendix C: Resources; Appendix D: Glossary; Index
Sommario/riassunto	The practical guide to learning the essentials of starting your own business in just one week Thinking about starting a business? Then Learn Small Business Startup in 7 Days is the book for you. Guiding you through the key aspects of getting a new business up and running, from a self assessment about whether you are really prepared, through to finance, marketing, and legal issues, highly sought-after small business commentator Heather Smith covers it all. Carefully explaining everything you need to know to efficiently and effectively start a business, the book comprehensi