1. Record Nr. UNINA9910816259303321 Start your own business: the only start-up book you'll ever need // Titolo Rieva Lesonsky, editorial director, and the staff of Entrepreneur magazine Irvine, CA,: Entrepreneur Press, c2001 Pubbl/distr/stampa **ISBN** 1-891984-68-3 Edizione [2nd ed.] Descrizione fisica xiv, 771 p.: ill Altri autori (Persone) LesonskyRieva Disciplina 658/.041 Soggetti New business enterprises - Management Small business - Management Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Rev. ed. of: Entrepreneur magazine's start your own business / by Rieva Note generali Lesonsky, editorial director, and the staff of Entrepreneur magazine. c1998. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Intro -- Table Of Contents -- On Your Mark... -- Part One-You Gotta Start Somewhere -- Chapter 1-Introduction -- Chapter 2-Are You Ready To Be An Entrepreneur? -- Chapter 3-How To Get An Idea For Your Business -- Chapter 4-A Part Time Or Full Time Business? --Chapter 5-Starting A Business Vs. Buying One -- Part Two-Building Blocks -- Chapter 6-Defining Your Market -- Chapter 7-Conducting Market Research -- Chapter 8-Naming Your Business -- Chapter 9-Choosing A Business Structure -- Chapter 10-Creating A Winning Business Plan -- Chapter 11-Business Licenses And Permits -- Chapter 12-Hiring A Lawyer And An Accountant -- Part Three-Where's The Money? -- Chapter 13-Charity Begins At Home -- Chapter 14-How To Find And Attract Investors -- Chapter 15-The Ins And Outs Of Debt Financing -- Chapter 16-How To Get Government Loans -- Get Set... -- Part Four-Setting The Stage -- Chapter 17-Choosing A Location For Your Business -- Chapter 18-Starting A Homebased Business --Chapter 19-Creating A Professional Image -- Chapter 20-The

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