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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 Lowdown On Inventory -- Chapter 21-Offering Your Customers Credit -- Chapter 22-Mailing And Shipping Accounts -- Chapter 23-Hiring Your First Employee -- Chapter 24-Developing An Employee Benefit

Plan -- Chapter 25-Getting Business Insurance -- Part Five-You'd Better Shop Around -- Chapter 26-Business Equipment Basics -- Chapter 27-Buying A Phone System -- Chapter 28-Buying A Cellular Phone -- Chapter 29-Should You Lease Or Buy A Car? -- Chapter 30-Demystifying The World Of Computers -- Chapter 31-Setting Up Your Company Web Site -- Go! -- Chapter 32-Buying Copiers And Faxes -- Part Six-Strut Your Stuff -- Chapter 33-Advertising And Marketing -- Chapter 34-How To Promote Your Business -- Chapter 35-Attracting Visitors To Your Web Site -- Chapter 36-Effective Selling Techniques -- Chapter 37-Offering Superior Customer Service. Part Seven-By The Books -- Chapter 38-The Basics Of Bookkeeping -- Chapter 39-How To Create Financial Statements -- Chapter 40-Effectively Managing Your Finances -- Chapter 41-What You Need To Know About Taxes -- Chapter 42-Learning From Your Failures -- Appendix A-Business Resources -- Appendix B-Government Listings -- Appendix C-Small-Business-Friendly Banks -- Index.

Sommario/riassunto

Whether you're just thinking about starting a business, have taken the first steps, or already own your own business, this comprehensive, easy-to-understand guide can help ensure your success. Written in a friendly, down-to-earth style, Start Your Own Business walks you through every step of the start-up process, from evaluating your business idea to laying the groundwork to running day-to-day operations. You'll learn how to conduct market research, choose a business structure, create a winning business plan, handle your bookkeeping and taxes, run your business from home, and much more. Dozens of sample forms, work sheets, charts, graphs and illustrations make understanding even the most complex business issues a breeze. Book jacket.
