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| Nota di contenuto       | 201 Great Ideas for Your Small Business; Contents; Introduction; Chapter 1: Management Strategies; 1. Always Deal with Decision Makers; 2. Never Work with Anyone Who Gives You a Headache or a Stomachache; 3. Don't Be Afraid to Reinvent Your Business; 4. Add Spirituality to Your Business Life; 5. Ask for a Quick ""Yes"" or ""No""; 6. Say Goodbye to Corporate Life; 7. Create an Informal Advisory Board; 8. Move Your Business into an Incubator; 9. Organize a Company Retreat; 10. Create a Greener and Safer Workplace; 11. Think Ergonomically; 12. Make Meetings More Productive<br>13. Meet Clients in Elegant Public Places14. Work the Phones or Walk the Floor; 15. Join or Create a Peer Support Group; 16. Know When to Reach Out for Help; 17. Hire a Great Lawyer; 18. Seek Help from a Restaurant Consultant; 19. Thank Everyone You Work With; 20. Move Your Business into a Main Street Revitalization Zone; 21. Ask Your Staff to Evaluate You; 22. Cross-Train Your Employees; 23. Create a Disaster Recovery Plan; Chapter 2: Money Matters; 24. Become a Profit Enhancement Officer; 25. Write a Killer Business Plan; 26. More Insider Tips to Woo Investors; 27. Find Yourself an Angel |

28. Hire a Virtual Chief Financial Officer; 29. Choose the Right Bank; 30. Create a Sensitivity Analysis; 31. Find a Good Accountant; 32. Work with an Enrolled Agent to Do Your Taxes; 33. Find a Strategic Partner to Invest in Your Company; 34. Even Out Your Cash Flow; 35. Consider Buying a Franchise; 36. Franchise Your Business Concept; 37. Barter for Goods and Services; 38. Seek Vendor Financing; 39. EB-5 Visas for Foreign Investors; 40. Invest in Yourself by Tapping Your 401(k); 41. Apply for a Government-Backed Bank Loan; 42. Invoice Bimonthly and Add an Overhead Charge; 43. Ask for a Deposit; 44. Lock Your Supply Cabinet; 45. Set Up a Retirement Plan; 46. Establish an Employee Stock Ownership Plan (ESOP); 47. Find a Good Independent Insurance Broker; 48. Buy Disability Insurance; 49. Hire a Debt Arbitrator; 50. Collect the Money People Owe You; 51. Accept Credit Cards; 52. Work Part Time to Support Your Business; 53. Expand Your Vendor Network; 54. Check Out Economic Development Incentives; 55. Produce an Independent Film; 56. Buy Prepaid Legal Insurance or Make a Deal with a Law Firm; 57. Find the Right Office Space; 58. Hire a Savvy Real Estate Broker; 59. Share Space with a Compatible Business; 60. Buy Used Office Furnishings; 61. Sell Your Business at the Right Time and Price; 62. Sell Your Company to an Industry Giant; Chapter 3: Technology and Telecommunications; 63. Twitter for Business: Tips from Guy Kawasaki; 64. Facebook Tips for Business Owners; 65. Use Skype for Business; 66. Set Up a Teleconference; 67. Make the Most of Voice Mail; 68. Don't Let E-Mail Rule or Ruin Your Life; 69. Take This Technology Checkup; 70. Smart Technology and Telecommunication Toys to Buy for Your Business; 71. Post Videos and Photos on Your Web Site; 72. Consider a Cloud-Based Telephone Service

## Sommario/riassunto

"Completely revised and updated edition of this very popular and successful small business book. The first edition of 201 Great Ideas for Your Small Business was hailed by management guru and author Tom Peters as "Brilliantly researched; Brilliantly written; A gem of priceless value on almost every page; Read; Inhale; Absorb; Great Stuff!." In this completely updated third edition of 201 Great Ideas for Your Small Business, renowned small-business expert and consultant Jane Applegate shares new, powerful, creative, simple, and proven approaches for building a better small business. Details how business owners can use online marketing and social networking more effectively. Offers timely strategies for thriving in challenging economic times. Includes scores of real-life success stories and all-new interviews with small-business owners, experts, and VIP's including Guy Kawasaki, Kay Koplovitz, and Michael Bloomberg. It may be small, but your business is a big deal to you, your customers, and employees. 201 Great Ideas provides lively, practical strategies to help you manage, grow, and promote your business"--