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Sommario/riassunto This book, 'The American Landscaping Business Complete Startup Guide' by Mark J. Allen, offers a comprehensive guide for starting a landscaping business. It covers essential steps such as establishing legal business ownership, securing necessary permits and insurance, applying for small business loans, and creating a strong online presence. The author emphasizes the importance of strategic marketing techniques to build a successful and sustainable business. Aimed at aspiring entrepreneurs, the book provides practical advice on managing business operations, selecting equipment, and establishing a professional brand image. It also highlights the significance of understanding local regulations and building a strong client base through effective communication and service excellence.