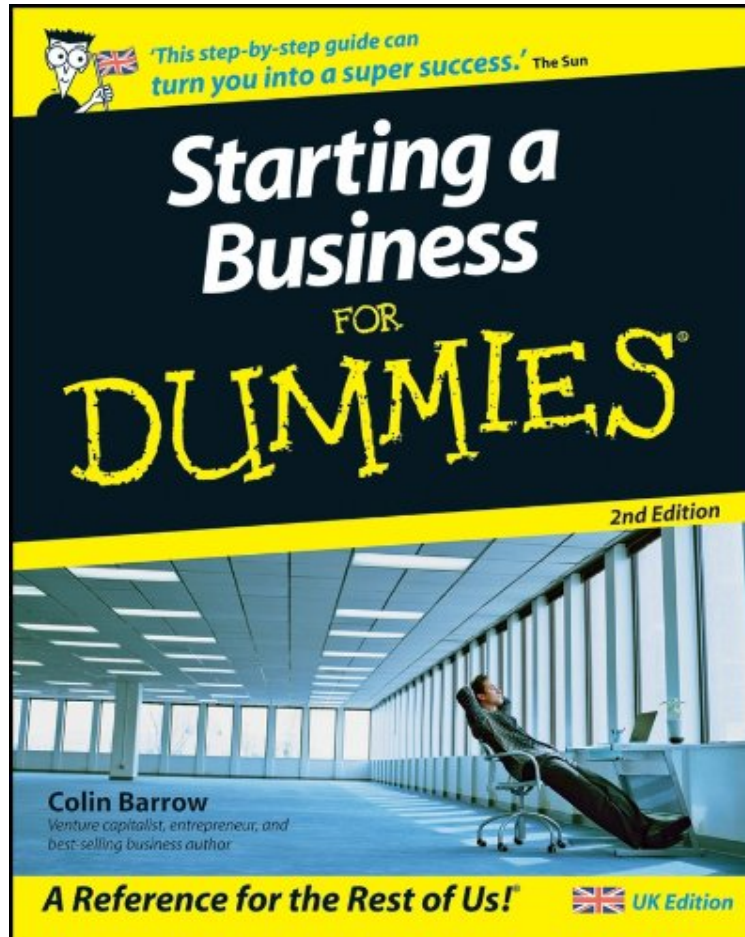


Starting a Business For Dummies

Colin Barrow

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Colin Barrow : Starting a Business For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Starting a Business For Dummies:

The best-selling guide from business start-up expert Colin Barrow covers everything you need to know to get your business up and running. From drafting your business plan, to hiring a workforce, managing costs, and taking your service or product to market, this guide will help give you the competitive edge you need to succeed. Packed with real-life examples of entrepreneurs who have started up ndash; and prospered ndash; it also contains links to hundreds of organizations, checklists, and advice on further reading and resources to help you move from employee to successful entrepreneur. Starting a Business For Dummies 2nd edition includes: Structuring your business Preparing the business plan Finding the money and keeping track of finances Marketing your wares Employing and managing people Operating effectively

"Recommended reading for 'Dragon's Den attendees!' nbsp; (familiesonline.co.uk, Friday 18th January 2008)From the Back CoverFrom drafting your business plan to hiring a workforce, managing costs, and taking your service or product to market, this guide gives you everything you need to get your business up and running ndash; and growing. Packed with real-life examples of entrepreneurs who have started up and prospered, here yoursquo;ll find straight-talking expert advice to give you the competitive edge you need to ensure your start-up business succeeds.About the AuthorColin Barrow was the Head of the Enterprise Group at Cranfield School of Management. He has directorships in several small businesses and has served on the boards of public companies, venture capital funds, and on Government Task Forces for business.