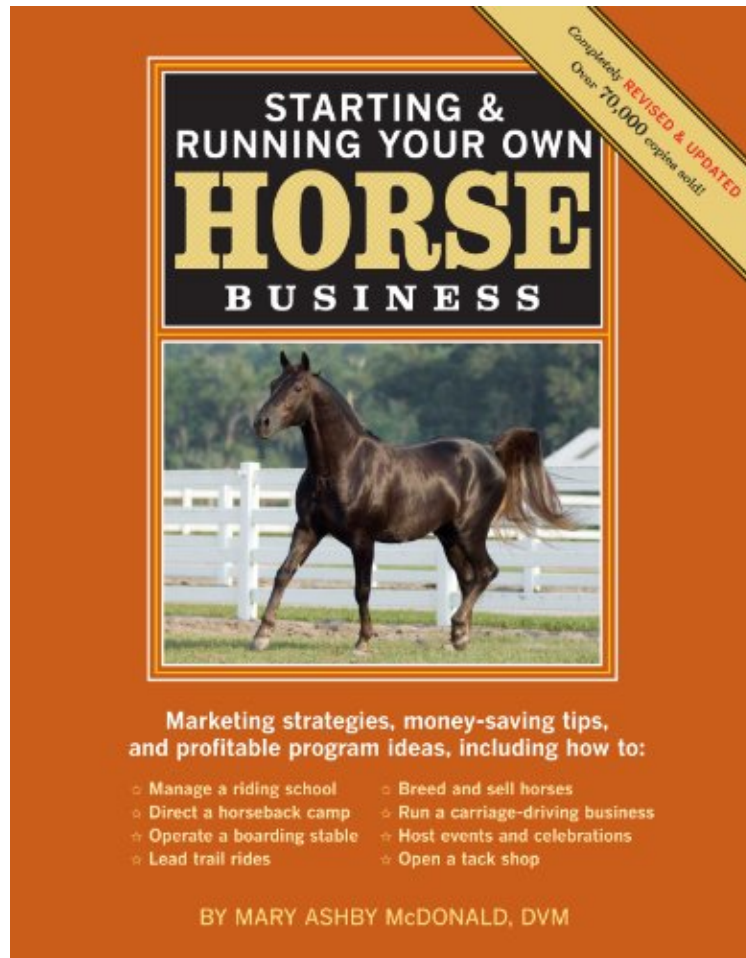


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Turn your passion for horses into a successful business. Full of proven techniques to help you maximize profits and minimize headaches, this practical guide shows you how to create a viable business plan, identify marketing opportunities, and efficiently maintain your facilities. With savvy tips on reducing veterinary and feed costs, you'll learn how to make your operation self-sufficient and keep it financially sustainable. Whether you run a boarding stable or a riding camp, you're sure to find the information you need to keep your business running smoothly.