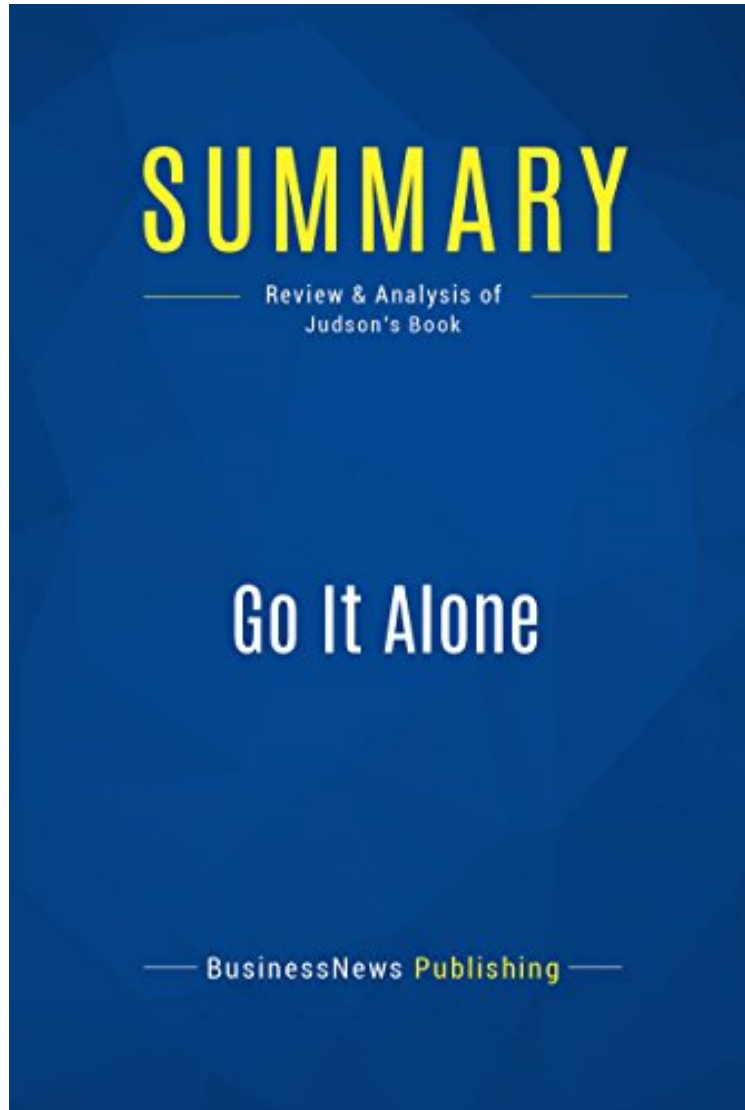


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The must-read summary of nbsp;Bruce Judson's book: "Go It Alone: The Secret to Building a Successful Business On Your Own" This complete summary of the ideas from Bruce Judson's book "Go It Alone" shows that the era of the go-it-alone entrepreneur has arrived. Specifically, technology in the form of e-mail, the World Wide Web and a broad

array of off-the-shelf and on-demand business services now makes it easier than ever for anyone to start and build a tightly focused business enterprise. When this technology is combined with a sound business idea, any individual can create and grow their own business. Even more impressive, it's possible to stay small but still reap sizable profits because the leverage of technology means the go-it-alone entrepreneur doesn't need to build an entire corporation to sustain the business entity. Based on case studies of success stories, "Go It Alone" offers sound advice to start a business. A must-read for budding entrepreneurs.

Added-value of this summary:

- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Go It Alone" and get the advice you need to start your own business.