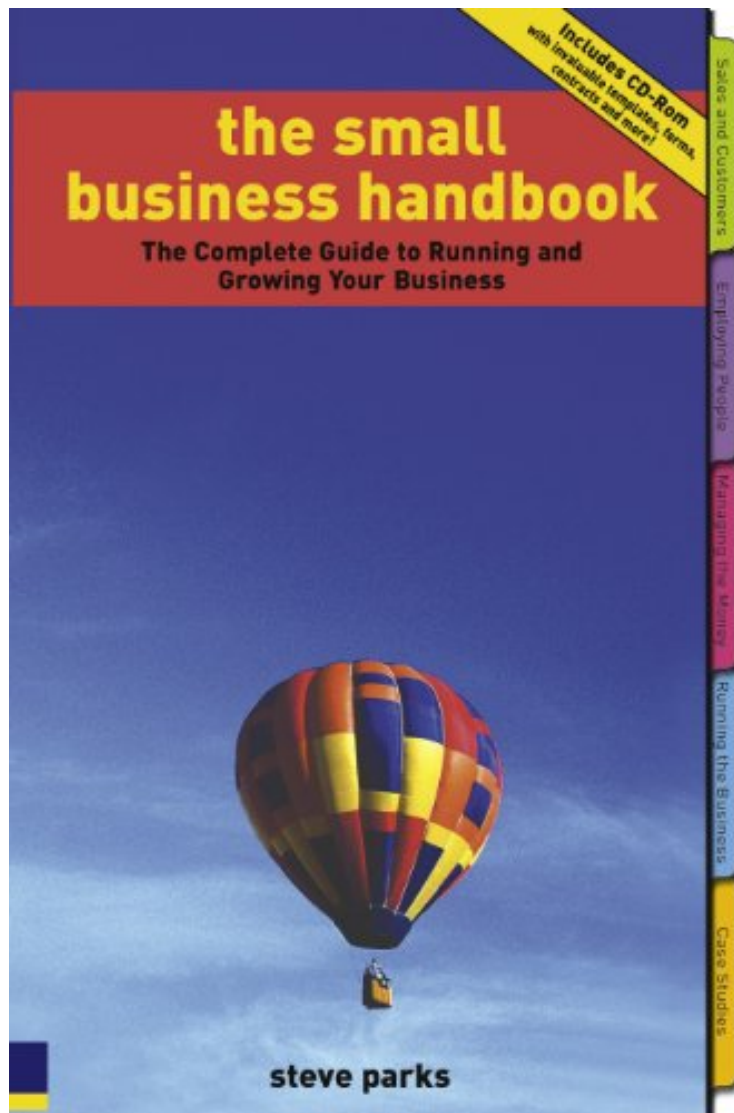


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The Small Business Handbook: The Complete Guide to Running and Growing Your Business

Steve Parks

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Steve Parks : The Small Business Handbook: The Complete Guide to Running and Growing Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised The Small Business Handbook: The Complete Guide to Running and Growing Your Business:

Getting a business off the ground is only part of the challenge. What every entrepreneur needs is a handbook to guide them through every stage of actually running their business, from finance to marketing, from sales to hiring and managing people. The Small Business Handbook is THE essential reference for anybody who is starting a business. It provides vital advice and guidance on all the day-to-day aspects of running your enterprise and also helps you plan your growth and exit strategy, so that whatever happens you'll be ready to tackle it, informed and prepared. The accompanying CD contains a whole range of useful templates and essential documents for use in running your business, and also features audio clips of successful entrepreneurs offering their tips and techniques for making your business really successful. Unlike many small business guides, Steve Parks is an entrepreneur with his own small but fast growing business. It's clear from every page of the handbook that he knows exactly what it's like to be in the reader's position, and he shares everything he wishes he had had during his early years of running his own business. The book is endorsed by the Institute of Entrepreneurs, and by a wide range of entrepreneurs who have been there and done it.

Featured in 5 of the best - Quality World, October 2006
From the Back Cover
Small Business Handbook The Complete Guide to Running and Growing Your Business
When running your own company, you need to be an expert in every area of business: sales, finance, recruitment, people management, the law and more. Chances are there are some areas where you'll feel less than confident, and other areas where a reminder of the important principles, processes, rules and regulations would be reassuring. The Small Business Handbook is designed exactly with you, the small business owner, in mind. This handy reference book guides you quickly yet thoroughly through all the key areas, giving clear explanations of the rules and regulations, as well as explaining how successful entrepreneurs put these into action in the real world. This authoritative guide ensures you've covered everything, yet also adds plenty of business inspiration and interest along the way. Inside you'll find:

- How to stay on the right side of the law when hiring and managing people
- How to recruit the best people within your budget
- How to make sure you don't run out of money
- How to use email to promote your business
- How to invoice your customers and make sure they pay you
- And much, much more.

The Small Business Handbook is written by an entrepreneur for entrepreneurs. It's not full of theory; just real-life practical advice that works.

About the Author
Steve began his career as a journalist and presenter for BBC Radio in 1994. His work has been broadcast on Radio 4, Radio 5-Live, Radio 1, Radio 2, BBC TV and the Today programme. He left the BBC to form his own company, initially to continue producing programmes for BBC Network Radio, but the company then evolved and grew into the UK's leading publisher of business audio.