



Starting a Successful Business: Choose a Business, Plan Your Business, Manage Operations (Business Success)

Michael Morris

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Setting up a small business and ensuring its survival can be a risky and daunting task. When a new business fails, often within a year, it is mainly due to a lack of proper preparation and forward planning. This seventh edition of Starting a Successful Business is the definitive guide to setting up a business that will thrive.

Covering all the information needed to turn an exciting new business idea into stable and profitable businesses, it takes the reader through each important step of the start-up process in a clear, accessible way. The major problems facing any new business are discussed, potential pitfalls are highlighted and practical advice is offered on topics such as: ideas for new start-ups, business planning, marketing, selling and advertising, finances and financial control, business law and employing staff.

Now with international case studies, information on how to start an internet business and an introduction to cloud computing and starting a green business, Starting a Successful Business will show anyone how to make their business a success, keeping them from making costly mistakes and saving time and money in the process.

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