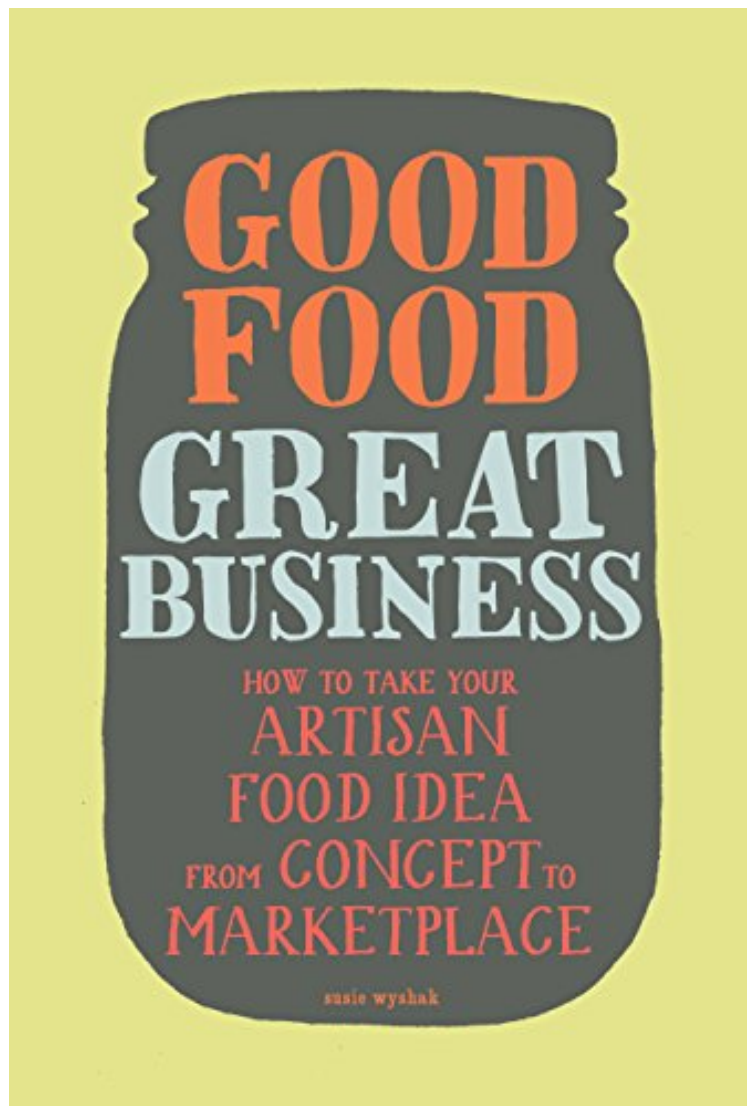


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Susie Wyshak

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Susie Wyshak : Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplace before purchasing it in order to gage whether or not it would be worth my time, and all praised Good Food, Great Business: How to Take Your Artisan Food Idea from Concept to Marketplace:

7 of 7 people found the following review helpful. Real World Advice and Know-HowBy HeatherA definitive book to guide you through the process of bringing your product to market. By the end, you will either jump in with both feet, or feel very happy you didn't.1 of 1 people found the following review helpful. A Food Entrepreneur's Must Read!By

Jon Stojan I loved this book Good Food, Great Business! I'm a first time food entrepreneur and it was exactly what I needed. I especially appreciated the downloadable checklists for everything from product testing to finding a good co-packer. If you are in the food business or interested in getting started this is a must read. I reached out to the Author for issue unique to our business. Susie was incredible responsive and helpful 2 of 2 people found the following review helpful. Good Food principles for ANY Great Business By Joy Camburn Great advice for anyone starting a small business! The principles that apply to truly good food and to building a business with integrity apply to more than to just food businesses. Wyshak gives many questions to ask yourself and practical action steps to take at each stage of building the business, and she gives examples from many different businesses that have answered the questions and taken the steps in many different (unique) ways. A book that guides while freeing you to do what you feel is important to do with your ideas and life.

For those ready to follow their foodie dreams (or at least start thinking about it) Good Food, Great Business is the place to get organized and decide whether creating a specialty food business is really possible. Whether the goal is selling a single product online or developing a line of gourmet foods to be sold in grocery chains, this working handbook helps readers become food entrepreneurs; from concept to production to sales to marketing. Using real life examples from more than 75 individuals and businesses that have already joined the ranks of successful enterprises, the book walks readers through the good, the bad, and the ugly of starting a food business.

About the Author San Francisco-based Susie Wyshak is a Good Food business strategist, writer, and candy obsessive. Her FoodStarter service helps entrepreneurs optimize their results in business and life.