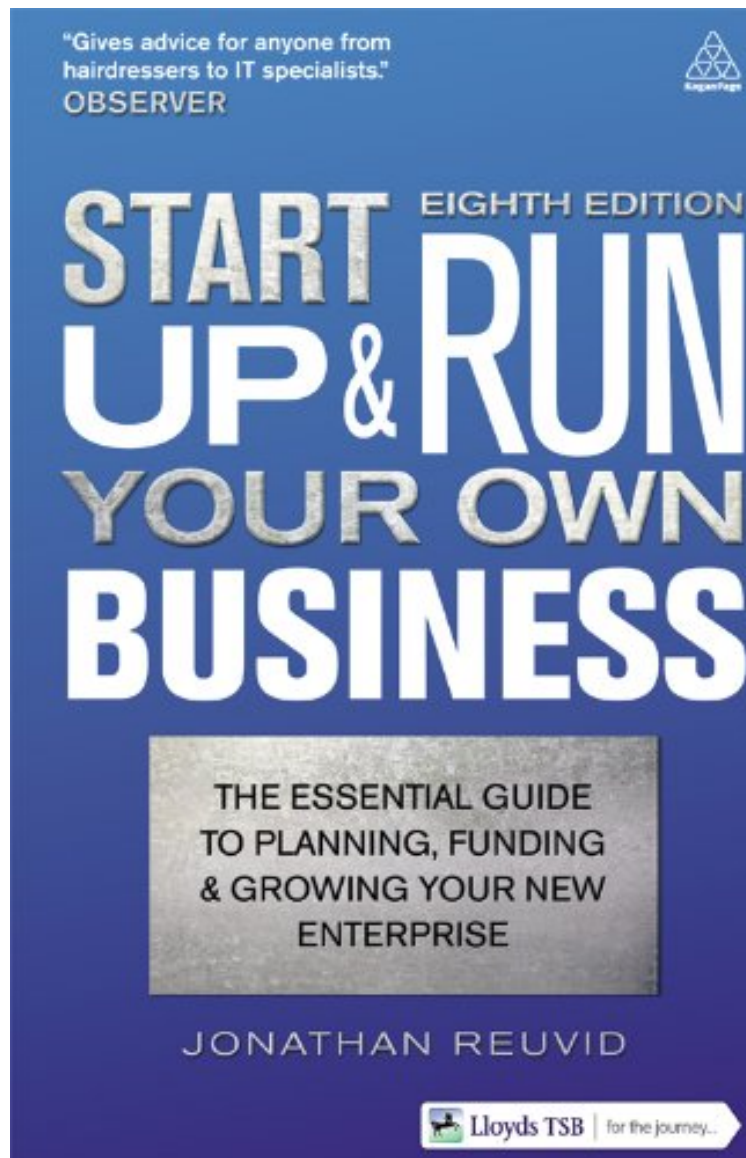


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Jonathan Reuvid

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Starting your own business is one thing, but running and keeping it going is another. Annually, there are around 400,000 start-ups in the UK, but in a single year 300,000 businesses also fail. You owe it to yourself, your family, and your own ambition to make your business one of the success stories. This book helps you do just that. More than a "how to" book, Start Up and Run Your Own Business brings the skills of experienced blue-chip consultants to bear on your enterprise. Now in its 8th edition, the book lends you both the authority and experience you need to make the right decisions to ensure your business survives and thrives beyond the critical first few years. Author Jonathan Reuvid gives expert advice and commentary on all the key issues you need to address to make your business successful - from business definition, marketing and raising finance, to procurement, accountancy, IT, taxation and HR issues. This 8th edition is also fully revised and updated to cover all the ramifications of the current "credit crunch" conditions and economic downturn for growing and fledgling businesses. Combining best practice advice with cogent strategies for growth and expansion, Start Up and Run Your Own Business has earned a deserved reputation for reliability and authority. This new edition continues this tradition, helping you make the most of your business venture.