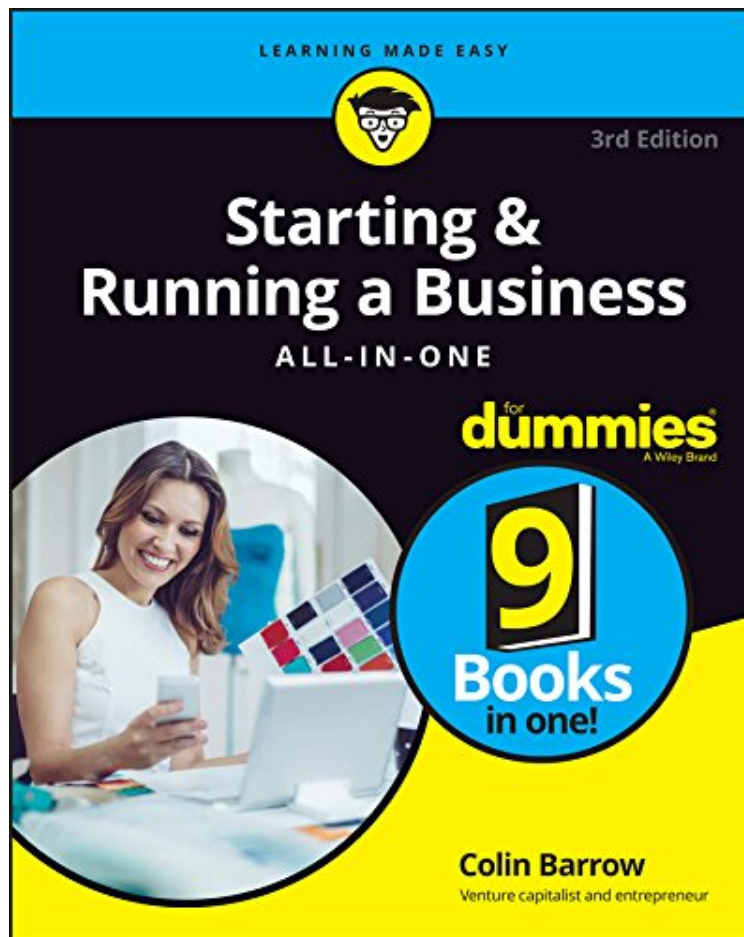


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## Starting and Running a Business All-in-One For Dummies (For Dummies (Business Personal Finance))

Colin Barrow

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Written by a team of business and finance experts, *Starting Running a Business All-In-One For Dummies* is a complete guide to every aspect of setting up and growing a successful business. Featuring straight-talking advice on everything from business planning and marketing, managing staff and dealing with legal issues, to bookkeeping and taking care of tax obligations, this book is your one-stop guide to turning your business plans into profit. This amazing all-in-one guide brings together specialists in finance, bookkeeping, planning, marketing and sales, staffing, taxation and more, all of them eager to share their hard-won expertise with you. Discusses ways to identify new business opportunities and how to put together a business plan Get the scoop on securing the financing you need to get started Includes tips on finding, managing, and retaining excellent staff Offers information on marketing and selling your products or services

From the Back Cover Build your business from the ground up Starting and running a business is a rewarding endeavour after all, it's the culmination of your blood, sweat and tears. You'll have fun along the way, but you'll also put in a lot of hard work and this one-stop guide is here to make it easier. Get ready to make better business decisions and turn your simple idea into your very own empire. 9 Books Inside; Understanding Business Accounting For Dummies Starting a Business For Dummies Small Business Marketing For Dummies Social Media Marketing For Dummies Business Plans For Dummies Small Business Employment Law For Dummies Starting and Running an Online Business For Dummies Social Media Engagement For Dummies Business Funding for Dummies About the Author Colin Barrow is a strategic advisor and the author of more than 30 books. He has held senior staff and line positions in business and was head of the Enterprise Group at Cranfield School of Management for ten years. He was also a non-executive director of a high-tech venture capital fund and has served on government task forces.