



Starting Your Business (Entrepreneurship and Small Business Management Collection)

Sanjyot P. Dunung

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In the hard-fought business world, only one new business in 20 lives to see its fifth anniversary. Typical management books do not address the unique nuances of early stage companies. Most entrepreneurial books often profile successful entrepreneurs or companies who are better known, which usually includes only the small percentage that achieve stratospheric success. Growing Your Own Business shares the secrets of long-term survival and success, detailing practical guidelines and relevant "tales from the trenches" to help entrepreneurs tackle common concerns and obstacles. A welcome combination of first-person how-to advice and peer mentoring support, this comprehensive, essential resource book provides sound, battle-proven advice for developing effective sales and marketing strategies, managing employees, and navigating business cycles. Growing Your Own Business continues after the first book, Starting Your Own Business. This resource is designed to work as independent resource or integrate into business curriculums.

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