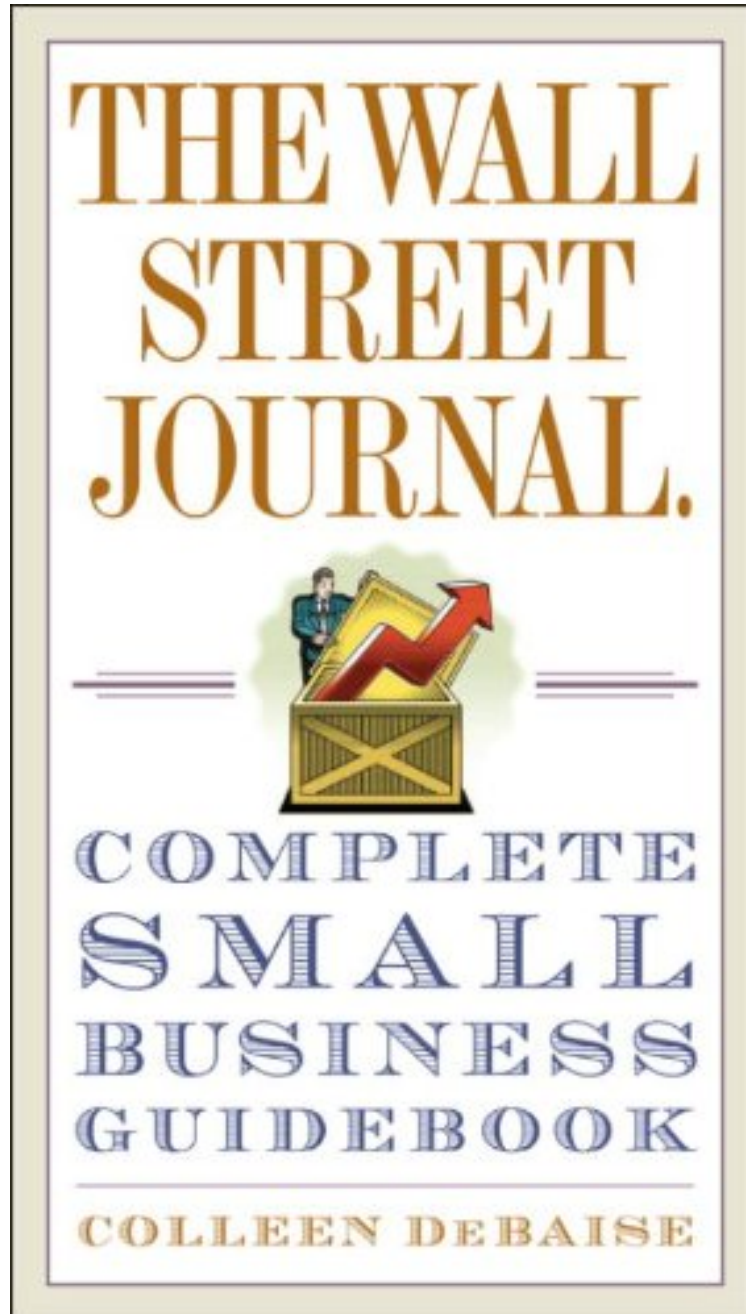


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The Wall Street Journal. Complete Small Business Guidebook

Colleen DeBaise

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Colleen DeBaise : The Wall Street Journal. Complete Small Business Guidebook before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Wall Street Journal. Complete Small Business Guidebook:

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From a small business owner's perspective, I was just looking for a complete overview (not an MBA) of what I might be getting myself into with a small business. The author does a good job of pooling information from a number of various resources, business owners from all types of businesses, etc... so that you get a number of perspectives from retail, services, healthcare, and so on. If you're going to start a small business or if you already own a small business, this book is a nice checklist to assess your current situation and offers a nice backbone for creating your vision... because business have to be started twice, first in your mind, and then in real life.
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By Keith Bleil
Great resource. It is a little out of date for some of the web links but the bulk of the information is going to help me put my plan together. The book was delivered faster than expected and in perfect condition.

Because starting a small business is not only a huge financial risk but also a complete lifestyle change, anyone who wants to be his or her own boss needs to approach entrepreneurship thoughtfully and with careful planning. That's why there is no better resource than *The Wall Street Journal Complete Small Business Guidebook*, a practical guide for turning your entrepreneurial dreams into a successful company, from America's most trusted source of financial advice. It answers would-be business owners' biggest question—how do I fund my venture?—then explains the mechanics of building, running and growing a profitable business. You'll learn:
• How to write a winning business plan
• Secrets to finding extra money during the lean years and beyond
• Ways to keep your stress in check while maintaining a work/life balance
• How to manage your time, including taking vacations and dealing with sick days
• Strategies for keeping your business running smoothly—from investing in technology to hiring the right people
• Marketing and management basics
• When angel investors or venture capital might be an appropriate way to grow
• How to execute your exit strategy
Running the show may not always be easy, but the rewards can be tremendous. You may be on the job 24/7, but you have the freedom to call the shots, to hire whomever you want, to work when you want and to take your business as far as you want to go.
From the Trade Paperback edition.