

<<Running a 21st-Century>>

图书基本信息

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作者：Randy W. Kirk

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内容概要

65% of small businesses fail within their first five years. Budding entrepreneurs simply do not have the information they need to be successful. Now, Randy Kirk offers advice on how anyone can survive and thrive while starting their own small business. He discusses every aspect of starting a business, from planting the first seeds and getting off the ground to increasing revenue while decreasing costs. Kirk walks readers through each step: assessing whether or not they have what it takes financially and emotionally to start a business; the issues of partnership and legally involving family members; selecting vendors; and how to hire, fire, train, and motivate employees. This will be the definitive go-to guide for the millions of people who own or want to own a small business and live the American Dream.

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