



Good Small Business Guide: How to Start and Grow Your Own Business (Business the Ultimate Resource)

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Full of essential advice, the Good Small Business Guide features over 130 easy-to-read articles, interviews with people who've been there and done it (and lived to tell the tale), an information directory covering more than 30 topics, and a quiz for all budding entrepreneurs. Opening with an exclusive introduction by Martha Lane Fox of lastminute.com, the Good Small Business Guide offers help on all aspects of starting and running a small business, including: planning, setting up or acquiring a business, getting to grips with figures, marketing, selling online, growing your business, and managing yourself and others.

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