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Hacking shows how an entrepreneurial attitude can improve every aspect of a business, from customer relations to promotion to backroom accounts. With more people than ever before starting new businesses, competition is increasing at unprecedented rates.

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In the United States, over 1.7 million startups were registered in 2001. The dream of owning, launching, and managing your own

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Hooking experienced the joys and frustrations of business ownership firsthand.

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significant financial rewards—as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right

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Marketing prospects Avoid the pitfalls that could derail your search Understand why a "dull" business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute

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ways to attract customers, create a business profile, and take advantage of Facebook's many marketing features. With more than 350 million registered users, Facebook opens a worldwide forum for small businesses that were once dependent on local traffic alone. This guide to small business marketing on Facebook, is packed with information from Facebook's staff. Guides you through creating a profile for your business, taking advantage of Facebook's unique marketing features, following best practices, and getting the best return on your investment. Packed with

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Marketing tips and creative marketing ideas If you have a small or local business, you can't go wrong with the marketing advice in The Facebook Guide to Small Business Marketing.

Most businesses that close their doors have one thing in common: They ran out of money. Don't let this happen to you. This indispensable book, part of Allworth's popular Pocket Small Business Owner's Guide series, will help you to save money on every aspect of your business, from advertising to overhead. With invaluable cost-cutting tips for all types of

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Businesses, from e-commerce and home-based operations to services and retail, this guide will help you create a blueprint that will allow your business to survive and thrive. You'll save on:

- Advertising
- Marketing
- Purchasing
- Transportation and shipping
- Labor
- Financing
- Facilities
- Operations
- Taxes

And more! In today's economy, small business owners must seize every opportunity to keep costs down, and every penny saved goes to your bottom line. Follow this street-smart advice to lay the foundation for a business that will be profitable for years to come.



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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

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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

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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.

It doesn't matter how old you are or where you're from; you can start a profitable business. The Young Entrepreneur's Guide to Starting and Running a Business will show you how. Through stories of young entrepreneurs who have started businesses, this

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book illustrates how to turn hobbies, skills, and interests into profit-making ventures. Mariotti describes the characteristics of the successful entrepreneur and covers the nuts and bolts of getting a business up, running and successful.

What are Business Leaders saying about Restart?

"Restart is the must-have book for small businesses seeking to grow during challenging times." - Kevin Kaufman, SBDC (Small Business Development Center)

"Restart challenges leaders to question everything about their business model. Those that do, and are willing to

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act, will flourish through the good times and bad." - Aaron Jagdfeld, CEO, Generac

"Going back to business as usual and just cutting overhead is easy but just plain dangerous for small businesses right now. It is time to look at all facets of your business, develop new ideas and test, test, test. That is the only way you will grow. Restart shows you how." - Frank Siebrecht, SCORE

"I love working with small businesses and startups. Restart is a dynamic tool that offers new ideas that can be implemented in your small business today." - Kathy Hust, Angel Investor and

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**Hacking** Business Advisor If your Small Business has Been Negatively Impacted by the Coronavirus Pandemic or Are Simply Looking for New Ways to Grow Your Small Business then Read On! Managing a Small Business through Chaotic Times (Like a Pandemic) Can Be Overwhelming. Small businesses now have 3 Strategic Paths to choose from: Path 1) Dive Strategy- Sell, merge or even closing their small business. Path 2) Survive Strategy- Back to business as usual. Reduce staff or implement furloughs, cut back on product offerings or customer service, reduce

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store hours, etc. Path 3)  
Thrive Strategy- Requires the mindset of a successful entrepreneur - focus, energy and a willingness to make sweeping changes. This means reassessing your business model. It certainly necessitates analyzing the business's challenges and seeking insights from customers. Restart helps small businesses that choose that they want to THRIVE!

How Will Restart Help Your Small Business Thrive? \*

Developing New Business Model Options \* Marketing Your Small Business \*

Legally Protecting Your Small Business \* Raising Capital for Your Small

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Hacking \* Selecting Powerful Small Business Software \* Growing Small Business Ecommerce Sales \* Building the Ultimate Small Business Team \* Creating Small Business Pilots \* Managing Small Business Cash Flow \* Pivoting to Thrive "Restart is not just another business book of the month filled with theory. Restart is Practical, Insightful, Step-by-Step Guidebook filled with amazing interviews to help You and Your Small Business Thrive!" - Dave Gee, Best Seller Author

Illustrates how to make money and keep it with time-



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hacking strategies.  
Insightful real-life anecdotes to illustrate key concepts.

The Small Business Book is the bestselling, hands-on guide to running your own business in New Zealand. This new edition is up-to-date, easy to understand and simple to use. If you are tempted to strike out on your own, this is the book that will help you decide if you've got the right stuff. If you want to go into business now, this is the book that will help you to get started. If you are already in business, this is the book that explains a

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number of strategies for refining your operation and maximising your profits. The small business sector is, collectively, the biggest business in New Zealand. New ventures are being launched in greater numbers than ever before, and the prospects for success offer hope and a sense of fulfilment to New Zealanders who want to be self-employed. The Small Business Book has been written to help you get into business, successfully stay in business and make a good living from being in business.

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