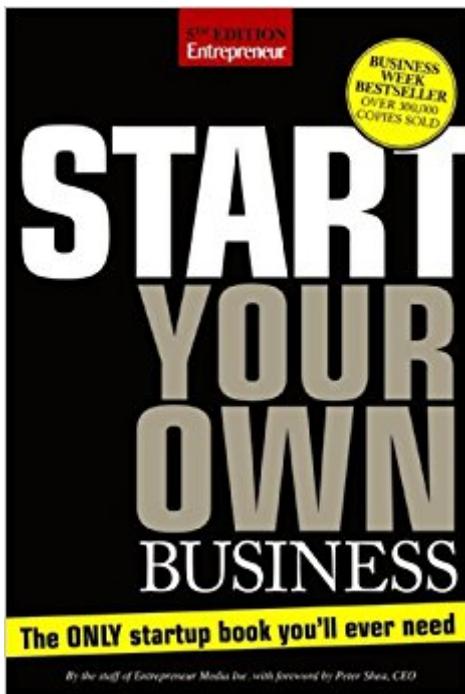


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Start Your Own Business, Fifth Edition: The Only Start-Up Book You'll Ever Need



Synopsis

Tap into more than 30 years of small business expertise as you embark on the most game-changing journey of your life – your new business. This unmatched guide - the best-selling business startup book of all time - offers critical startup essentials and a current, comprehensive view of what it takes to survive the crucial first three years, giving you exactly what you need to survive and succeed. Plus, youâ™ll get advice and insight from experts and practicing entrepreneurs, all offering common-sense approaches and solutions to a wide range of challenges.

• Pin point your target market • Uncover creative financing for startup and growth • Use online resources to streamline your business plan • Learn the secrets of successful marketing • Discover digital and social media tools and how to use them • Take advantage of hundreds of resources • Receive vital forms, worksheets and checklists

From startup to retirement, millions of entrepreneurs and small business owners have trusted Entrepreneur to point them in the right direction. Weâ™ll teach you the secrets of the winners, and give you exactly what you need to lay the groundwork for success.

Book Information

Paperback: 780 pages

Publisher: Entrepreneur Press; 5th edition (October 2010)

Language: English

ISBN-10: 1599183870

ISBN-13: 978-1599183879

Product Dimensions: 6 x 1.1 x 9 inches

Shipping Weight: 2.1 pounds

Average Customer Review: 4.5 out of 5 starsÂ See all reviewsÂ (149 customer reviews)

Best Sellers Rank: #111,464 in Books (See Top 100 in Books) #170 inÂ Books > Business & Money > Small Business & Entrepreneurship > Home Based #198 inÂ Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #1013 inÂ Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

I was originally skeptical when I received an early copy of Start Your Own Business. Part of my skepticism was the "ONLY startup book you'll ever need" banner on the front cover. However, after living with Start Your Own Business for several months, and finding myself not only referring back to it, but also recommending it to family members and friends, I now realize the banner isn't a claim,

but is a credible statement. The amount of detail inside, along with dozens of worksheets, makes this an ideal handbook to be kept within reach at all times. The book's length, 700+ pages, also was an initial concern. Who has time to read 700+ pages? But, that's not a valid concern, for the same reason that the Physicians Desk Reference doesn't have to be "read" as much as "referred to" as needed. The detailed table of contents, which organizes chapters into 8 main sections, makes it easy to locate the information you desire. *Start Your Own Business* is a great resource that brings everything together in one place for both startups and serial entrepreneurs.

This is not the type of book you want to read cover to cover. It is more like a reference book that covers all aspects of starting a business from getting an idea to planning, to funding, to actually running it. So you could jump to the section that is relevant to your situation. I also liked the resource list at the end, as well as the other check lists, sample forms, and work sheets.

Interesting, complete. Has every thing you need to open a Business in UNITED STATES if you are from another country, it still helps but not that much. Very easy and fast to read

START HERE! I promise that this book will give you a great overview of what you're getting yourself into! The better educated you are the higher your success rate! Once you've read this book, it will lead you to OTHER more detailed books depending on the paths you wish to take. **START HERE!**

It's been a little while since I've actually read this book but I remember a great deal from it. The information that is here is wonderful and I'm not knocking what the author wrote. However, I don't feel that this is the only start-up book one would ever need (as the tagline suggests.) It feels like more of a preparation to start looking into the idea of starting your own business. There are things that are missing in depth discussion that really needs to be there to cover all the bases. But on the other hand in order to cover all the information needed for every individual who read this book you would need thousands of pages. My point is that this is a great jumping off point but expect to do lots of research into some of the aspects it discusses and probably read a few more books more specific to your ideas for a business. Everybody has different ideas for their business. But the one thing that I recommend you do if you are serious about starting a business is get a good book about marketing/branding/advertising. The information covered here is nothing more than an overview of what those words mean, when compared to books devoted to the subject. If you don't have the skills to do these things your business will never make it. To sum it up, it's a good book with lots of

general information. If you are considering starting your own business this will give you an idea of what you need to learn about, but does not give all the knowledge there is to be had about starting a business. The only reason for four stars instead of five is the misleading tagline on the book. Otherwise it's five stars.

I am glad I bought this book. I just retired from the Army and I was all about starting a business. After a few nights of reading, I realized that starting a business is not for me at this point of my life.

The checklists in Starting Your Own Business are helpful, raising questions and suggesting ways to answer them that most neophytes wouldn't think of asking. The chapters on using the internet for marketing are eye-opening for an old duffer such as I. The sections on electronic gadgets how to use the internet & social marketing are of interest to any small business owner. I might add that I went to NexTag.com and will recoup the cost of SYOB with one purchase of ink cartridges for my ancient HP DeskJet. I heartily recommend SYOB for anyone interested in starting or improving a small business.

I am far from finished with the book, but it has been very helpful in a number of areas already. Confirms what I have done. Gives some very good resources and clear steps for what I still need to do. I definitely think anyone planning or recently starting their own business should read this.

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