



Starting and Running a Business All-in-One For Dummies

Colin Barrow

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Written by a team of business and finance experts, *Starting & Running a Business All-In-One For Dummies* is a complete guide to every aspect of setting up and growing a successful business. Featuring straight-talking advice on everything from business planning and marketing, managing staff and dealing with legal issues, to bookkeeping and taking care of tax obligations, this book is your one-stop guide to turning your business plans into profit.

With *Starting and Running a Business All-In-One For Dummies, 2nd Edition*, you'll discover how to:

- * Identify new business opportunities
- * Put together a business plan
- * Find the money you need to get started
- * Keep track of your finances -bookkeeping and forecasting
- * Find, manage and retain good employees
- * Deal with the legal aspects of running a business
- * Market and sell your product
- * Use new technology
- * Grow and expand your business

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