Starting a Business (A Crash Course for Entrepreneurs)

Scott L. Girard, Michael F. O'Keefe, Marc A. Price

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This is the first in a twelve-title series, a Crash Course for Entrepreneurs, and coaches prospective and new entrepreneurs in starting a business. Many novice entrepreneurs have little more than a brilliant idea and a pocketful of ambition. This book tells you exactly what you must know, in simple terms, using real-world examples. In a two-hour read, it walks you through each phase of planning and developing your own business. Learn how to decide if you have what it takes to be an entrepreneur, how to test your ideas worth, what to do after you confirm your idea is brilliant, how to develop your business plan, what legal and tax issues you need to consider, and how to avoid the most common entrepreneurial mistakes. Find out what other critical resources, processes and practices will help ensure your success. These serial entrepreneurs will save you time and trouble as you set up and run your new company.

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