



Starting a Business All-in-One For Dummies, 2nd Edition

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DESCRIPTION

Starting a business? Don't sweat it!

With all-new content and updates reflecting the latest laws, business climate, and startup considerations, *Starting a Business All-In-One For Dummies, 2nd Edition*, is the book you need if you're starting a business today. Inside, you'll find the most important practical advice you need to start any type of business from the ground up, distilled from 10 bestselling *For Dummies* business titles.

Covering all startup business phases through the first year of operation, this guide will help you turn your winning idea into a winning business plan. You'll get simple step-by-step instructions as you go, all the way to marketing, branding, taxes, and human resources.

- Start up a dream business from scratch
- Write a winning business plan
- Secure financing
- Manage your risks successfully
- Navigate your first year of operation

If you're a go-getter looking for a way to launch a great idea and be your own boss, *Starting a Business All-In-One For Dummies* prepares you to beat the odds and become successful in your sector.

ABOUT THE AUTHOR

Eric Tyson, MBA, has been a personal finance writer, lecturer, and counselor for the past 25+ years. He is the author or coauthor of numerous *For Dummies* bestsellers on personal finance, investing, and home buying. **Bob Nelson, PhD**, is considered one of the world's leading experts on employee engagement, recognition, and rewards. He is president of Nelson Motivation, Inc., a management training and consulting company that helps organizations improve their administration practices, programs, and systems.

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