

# Start-up Smarts - Barry H. Cohen

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To make sure your start-up succeeds in the most profitable way, you need to plan and prepare your way to prosperity. This means learning the secrets of successful entrepreneurs--from knowing whom to trust to adapting in a changing marketplace. Start-up specialists and thriving business owners Barry H. Cohen and Michael Rybarski reveal the critical keys to getting your new business up and running a profit, including how to: create a flexible business plan; find out what your customers really want; capitalize on the right trends; hire the best people; choose the most lucrative partners; and much more. Complete with real-life success stories from first-time entrepreneurs and the best businesses to start right now, Start-Up Smarts guarantees your new business will prosper in any market! Author: Cohen, Barry H. Publisher: Adams Media Illustration: N Language: ENG Title: Start-Up Smarts Pages: 00272 (Encrypted PDF) On Sale: 2010-10-30 SKU-13/ISBN: 9781440502620 Category: Business & Economics : Small Business - General

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