



New Business: Next Steps: The All-in-One Guide to Managing, Marketing and Growing Your Small Business

By Ed Goodman, Ann Hawkins

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, New Business: Next Steps: The All-in-One Guide to Managing, Marketing and Growing Your Small Business, Ed Goodman, Ann Hawkins, 'Refreshingly clear. Answers all those questions that entrepreneurs keep asking.' Robert Craven, author, Bright Marketing and Kick-Start Your Business So you've launched your new business. But what do you need to do now to make sure it succeeds? This all-in-one guide will help you make sure your fledgling enterprise becomes a successful business. Packed with all the practical, valuable and insightful guidance you need on sales, marketing, finance, service, technology and much more, each chapter includes: * Easy-to-apply strategies for business success * Insightful case studies from businesses that survived the first five years * Helpful exercises and action plans * Valuable templates for you to use This is your one-stop shop for everything you need to manage, grow and succeed with your new business. 'Full of very valuable information. This is not theory - but live action in print. Highly recommended.' Professor Alan Barrell, Judge Business School, University of Cambridge.



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