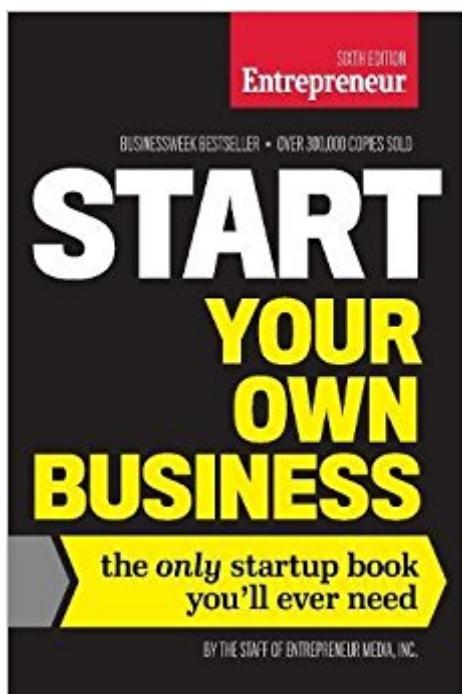


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# Start Your Own Business, Sixth Edition: The Only Startup Book You'll Ever Need



## **Synopsis**

Tapping into more than 33 years of small business expertise, the staff at Entrepreneur Media takes today's entrepreneurs beyond opening their doors and through the first three years of ownership. This revised edition features amended chapters on choosing a business, adding partners, getting funded, and managing the business structure and employees, and also includes help understanding the latest tax and healthcare reform information and legalities.

## **Book Information**

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- Pinpoint your target market
- Uncover the changing sources of funding for startup and growth
- Use the latest technology to boost and streamline your business plan
- Learn the secrets of successful marketing and profitable partnerships
- Discover digital and social media tools and how to benefit from them
- Understand important tax requirements, employee policies, and legalities
- Take advantage of the hundreds of resources included
- Receive vital forms, worksheets, and checklists

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