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New Business Landmines: The Don ts (and Do s) for Starting Managing a Small Business (Paperback)

By Gary R Grottke

Createspace Independent Publishing Platform, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. While starting a new business can be exhilarating, it can also be extremely humbling. The truth is, most business start-ups fail. Even those that succeed can have costly results, both personal and financial, long before the owner benefits. This book is written to help entrepreneurs overcome common mistakes or landmines that can blow up their business! Author Gary R. Grottke knows business, inside and out. From being chief operating officer of a \$1 billion conglomerate to a bootstrapping entrepreneur, Gary is well versed in the typical mistakes that cause even educated business experts to fail. Written to help you navigate the potential issues that could kill your start-up, New Business Landmines presents practical advice on how to start, manage, and grow your small business. Grottke covers topics ranging from basic sales and marketing issues to legal and regulatory concerns. He gives advice on preparing business plans to managing the back-office functions once the business is operational. His tongue-in-cheek tone and real-life examples add a personal touch that makes this business guide read more like a conversation with a trusted...



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