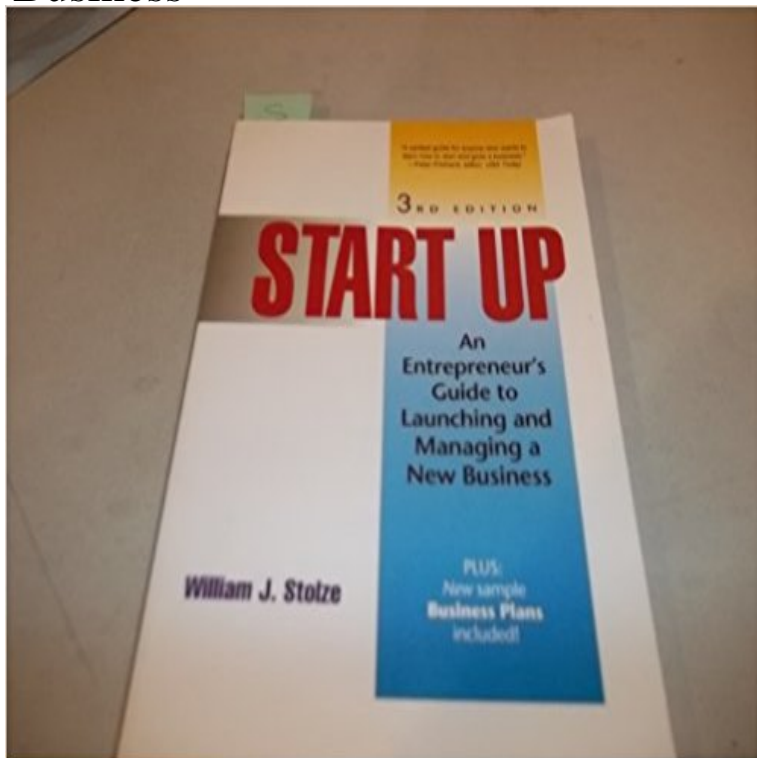


Start Up: An Entrepreneurs Guide to Launching and Managing a New Business



This fifth edition of Start Up is a thorough, concise, and exceptionally easy to read book that applies to those who are ready to embark on a new venture, those who have already gotten their feet wet, and those who would like to learn more about entrepreneurship. It addresses key problems that are crucial to the success of any business such as: how much money is enough, how to write a successful business plan, what is most important to business success, and why small companies are better. Completely revised and updated, this edition also features complete information on how to use the Internet to fuel the information and promotion needs of a business.

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