

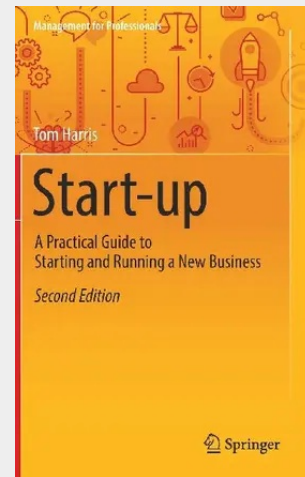
Start-up

A Practical Guide to Starting and Running a New Business

Many people dream of starting their own business one day, but are not sure how to make it a reality, or whether they will succeed. In this book the author presents a comprehensive user guide for aspiring entrepreneurs, and provides expert advice and guidance on every major aspect of launching a new business. Step-by-step, this inspiring and highly readable book explains how would-be entrepreneurs can evaluate the strength of their business idea, protect their inventions, understand the legal steps and responsibilities involved in forming a company, position their products in the market, create a business plan and acquire financing.

Featuring case studies, practical exercises and tips, the book helps to demystify the process of starting a new business, giving readers the confidence to start up, and greatly increasing the chances of their entrepreneurial dream becoming a reality. It also offers a valuable learning resource for entrepreneurship and start-up clubs at universities and business schools.

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