

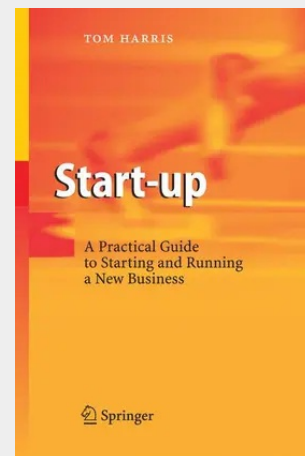
Harris

Start-up

A Practical Guide to Starting and Running a New Business

This guide for aspiring entrepreneurs provides expert advice on every aspect of launching a new business. It is designed to be of particular value for academics wishing to exploit the commercial value of a new technology or business solution. Inspiring and readable, it shows how to evaluate the strength of a business idea, how to protect inventions, reviews legal steps and responsibilities, shows how to position products in the market, how to create a business plan and raise initial capital. Case studies, exercises and tips demystify the process of starting a business, build confidence and greatly increase the chances of success.

So your dream is to start your own business. But how do you know if it will work and how do you make it a reality? Start-up is a user guide for aspiring entrepreneurs and provides expert advice and guidance on every aspect of launching a new business. It will be of particular value if you are an academic wishing to exploit the commercial value of a new technology or business solution through the creation of a new company. Step-by-step, this inspiring and highly readable book covers how to evaluate the strength of your business idea, how to protect your invention, what legal steps and responsibilities are involved in forming a company, how to position your products in the market, how to create a business plan and raise finance. The case studies, practical exercises and tips in this book will help to demystify the process of starting a new business, give you the confidence to do it and greatly increase your chances of realising your dream.



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