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How to Make a Good Living Running Your Own Business: A Low-cost Way to Start a Business You Can Live Off

By Robin Bennett

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, How to Make a Good Living Running Your Own Business: A Low-cost Way to Start a Business You Can Live Off, Robin Bennett, This is a brilliantly revealing, often laugh-out-loud guide for every dreamer, college-leaver and second career-er who has ever thought about starting their own business but fallen asleep in the first chapter of a typical business book. Based on what entrepreneur Robin Bennett has found to work over the last 20-odd years in business, it is a frank, witty and revealing look at exactly how to become your own boss without going mad or broke. Discover:

- what a real USP looks like (and why it doesn't have to change the world, unless you want it to)
- the simple secrets of effective business planning (from a man who has started more than ten businesses) - all the places you can get money to start your business (often for free) - the ultimate guide to sales and negotiation (and how to deal with others haggling your prices down) - how to hire the right staff and get the best out of them (without coming across like David Brent) -...



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