



## Starting on a Shoestring: Building a Business Without a Bankroll

By Goldstein, Arnold S.

Wiley, 2002. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 1. You Make Your Own Miracles. Are You the One in the Crowd? Myth #1: You Need Money to Make Money. Myth #2: A Healthy Investment Makes a Healthy Business. Myth #3: Debt Is Bad. Myth #4: Starting on a Shoestring Is Starting Small. Myth #5: My Business Can't Be Started on a Shoestring. Myth #6: Only Wheeler-Dealers Need Apply. What It Takes. Double Your Determination. The One-Tenth Principle. The Time Is Always Right. 2. Checking Out Your Winning Idea. The One Most Important Decision. Narrow the Range. Creating the Perfect Match. The Psychic Rewards. Measure Your Management Mentality. Living without a Living. Can You Afford It? Thousands of Successful New Ventures. How Others Found Success. Give Your Idea the Acid Test. Key Points to Remember. 3. Shoestring Economics. Fourteen Essential Lessons for Every Shoestring Entrepreneur. Your Shoestring Economics Final Exam. 4. Starting Smart. Hope for the Best-Prepare for the Worst. Why a Corporation Is a Must. Small Investments Mean Small Losses. Protect Your Investment. Assets You Never Have to Lose. Side-Stepping Dangerous Guarantees. How Deep Are Your Pockets? Your Starting Smart Self-Exam. 5...



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