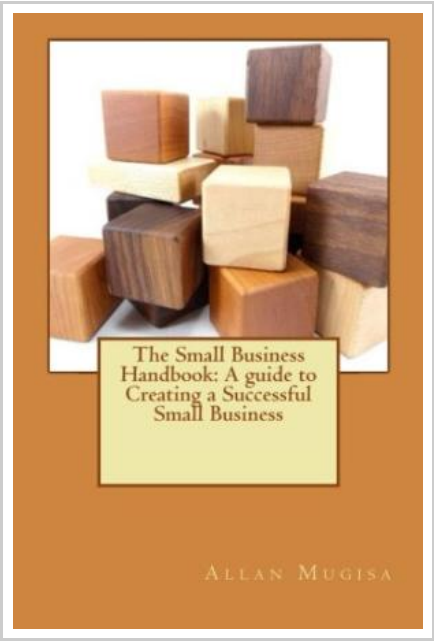


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The Small Business Handbook: A Guide to Creating a Successful Small Business (Paperback)

By Allan Dithan Mugisa

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Most small businesses do not survive the first two to three years in which they are introduced. The handbook takes you through those fundamental measures necessary not just to create a successful small business but also revive one that may be on the verge of collapsing. The most important and the first decision you have make before you start a business is to define exactly what you will be doing. Tips on How to Generate a Winning Business Idea oCome up with an entirely new idea. oLook for something that has not been produced or done, yet there is huge demand for it. Think about the inventions of the telephone, computer and light bulb, all of which are essential to our existence now, but were mere ideas at one point. oImprove on an existing business idea. You may not be able to come up with an idea that is entirely new but can think of a way to improve on what already exists. For example, the person that invented the original telephone is not the same person that...

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