



Shoestring Venture: The Startup Bible

By Richard Hooker

Paperback. Book Condition: New. Paperback. 562 pages. A Consultant in a Book For the millions who start a new business every year on the barest of resources, Shoestring Venture: The Startup Bible is like hiring a high-level consultant to deal with the bewildering maze of issues from finance to marketing to technology that all entrepreneurs face. Every business is nothing but a series of decisions which can make or break the business. You could say that, if there's a science of business, it's the science of making good decisions. And every bootstrap entrepreneur faces the daunting task of making ALL the business decisions, any one of which could either doom the enterprise or catapult it to stratospheric success. That means that every entrepreneur has to quickly get up to speed on every issue their business faces. Shoestring Venture: The Startup Bible is the most exhaustive set of practical resources collected to empower entrepreneurs to make the right decisions on a limited budget, from business concept to product development to Web marketing. We call a consultant in a book, there to give considered and experienced answers to the infinite questions that come up. Shoestring Venture-The Start-up Bible All entrepreneurs - even the smallest...



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