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Everything You
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*All the essential information in one
place Starting a Business All-in-*

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any new or veteran entrepreneur
looking to build a business from
the ground up. – For Locums,
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Tank," this book-filled with
practical advice and introductions
from the Sharks themselves-will be*

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the ultimate resource for anyone thinking about starting a business or growing the one they have. Full of tips for navigating the confusing world of entrepreneurship, the book will intersperse words of wisdom with inspirational stories

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*from the show. Throughout the
book, readers will learn how to:
Determine whether they're
compatible with the life of a small
business owner, shape a
marketable idea and craft a
business model around it, plan for*

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*a launch, run a business without
breaking the bank (or burning
themselves out), create a growth
plan that will help them handle
and harness success, and pitch an
idea or business plan like a pro.
Responding to the fans' curiosity*

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about past show contestants, readers will also find approximately 10 "Where Are They Now" boxes in which they learn what happened to some of the most asked-about and/or most popular guests ever to try their

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luck in front of the Sharks-and what they learned in the process. Work for yourself in just one week with Britain's most dynamic And Small Business 'Everybody wants to be an entrepreneur. Every single day of my life I am bombarded by

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people with pitches. But 90% of new businesses fail, because their founders failed to ask themselves the simplest of questions. I can save you years of wasted time and thousands of pounds of wasted money by giving you the

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ammunition to ask the right questions, and helping you make the decision that is right for you. I will show you how to spend a maximum of seven days deciding if your idea is workable and bankable. How to say 'I'm in', but

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equally importantly, to have the courage to say 'I'm out'. How to become your own Dragon. Each piece of advice in this book is based on my thirty years of starting businesses. You will find all the fundamental ingredients for

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any new company, whatever sector you want to be in, whatever size of business you have in mind, along with the tools to make it work. Answer all the tough questions I am going to get you to ask yourself and you will have a

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business that genuinely has a chance of success. You can be one of the 10% of businesses that do make it.' - James Caan. James Caan is one of the UK's most successful and dynamic entrepreneurs, having built and

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sold businesses since 1985. After dropping out of school at sixteen and starting his first business in a Pall Mall broom cupboard - armed with little more than charm and his father's advice - Caan went on to make his fortune in the

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recruitment industry, founding the Alexander Mann Group, a company with a turnover of £130m. A 2003 graduate of Harvard Business School, Caan's most recent endeavour has been to set up private equity firm

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Hamilton Bradshaw. Caan hit our screens when he joined the panel of the BBC's Dragons' Den in 2007. He is a regular in the national and business press, advises on various Government programmes, and initiates numerous philanthropic

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With advice from Daymond John, Bobbi Brown, Mark Cuban, Sallie Krawcheck, Max Levchin, Alexa von Tobel, and other successful early stage startup investors, Inc.

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magazine shows you how to attract and wisely apply your firm's first precious sources of cash. Bootstrapping, crowdfunding, VCs, payroll, profits—money makes your business boom. But mess up your

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founder Daymond John, who mortgaged his family home for start-up capital—and built a \$6 billion empire Makeup artist Bobbi Brown, who turned a modest lipstick line into a profitable 30-store enterprise Alexa von

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Tobel, who dropped out of Harvard Business School to launch the equity-magnate LearnVest.com Mark Cuban, Sallie Krawcheck, Max Levchin, and other founders who overcame financial obstacles on their way to the top Interwoven

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with the stories are on-target tips that explain how to: Raise your first \$10,000 in capital Power through the lean years Get friends and family to back you up Round up outside investors Go public or sell, while still staying in charge

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*Reward people with great salaries
and benefits Eliminate tax season
surprises Grow without growing
pains And more Cash flow
problems are the number-one
business killer. Whether you're
dreaming up a startup idea or*

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*knee deep in the craziness, learn
to shore up your finances and
safeguard the business.*

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What if there were
a way to turn occasional,
sporadic transactions with

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customers into long-term,
continuous relationships--while
simultaneously driving dramatic
improvements in operational
efficiency? What if you could
break your existing trade-offs
between superior customer

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experience and low cost? This is
the promise of a connected
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connectivity--involving frequent,
low-friction, customized
interactions--mean that
companies can now anticipate

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customer needs as they arise, or
even before. Simultaneously,
enabled by these technologies,
companies can create new
business models that deliver
more value to customers.

Connected strategies are win-

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Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail,

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continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether

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you're trying to revitalize strategy
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disrupt an industry as a startup,
this book will help you: Reshape
your connections with your
customers Find new ways to
connect with existing suppliers

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while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of

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"workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

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How any kid can start a business
uses active learning, interviews,
and business templates to teach
kids ages seven to eleven how to
start real, profitable businesses.

In 2017 34% of the workforce
was considered part of the gig

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economy. This growing workforce of freelancers and side-giggers is also estimated to grow to 43% by 2020. That's 4 million freelancers, soon to be 7 million by 2020. Whether it's people looking to earn extra money,

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can make your sales, marketing and business development measurably more effective. What makes this book unique is that the methods detailed are backed up with hard data. They're grounded in statistical analysis of

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the success and failures of more
than 4,000 new products and
services, and more than 6,000
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quantifies the impact of a back-to-
basic, customer-focused
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ground-breaking book, acclaimed finance professor and TED speaker Alex Edmans shows it's not an either-or choice. Drawing from real-life examples spanning industries and countries, Edmans

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demonstrates that purpose-driven businesses are consistently more successful in the long-term. But a purposeful company must navigate difficult trade-offs and take tough decisions. Edmans provides a

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***unleash value for both
shareholders and society. And
he highlights the role that
citizens can play in reshaping
business to improve our world.
This edition has been thoroughly
updated to include the pandemic,***

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*the latest research, and new
insights on how to make purpose
a reality.*

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*You've got a brilliant business
idea for a product or service. To
move your idea from concept to
reality, you need to acquire*

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entrepreneur Gregory M. Coticchia, MBA, PC, brings over thirty years of experience to bear on the startup process. You'll discover practical examples of what you should-and should not-do to get your new enterprise off

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consuming, or did you worry that
you simply didn't have the right
skills? Have you been trying to think
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a steady source of income, where to
find money to fund your business if
you need to, and much, much more.

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book provides up-to-date resources
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boxes containing action steps. The author walks you through her three-part fitness program: guidelines for becoming financially fit, physically fit, and spiritually fit, before delving more deeply into how would-be entrepreneurs over 50 can succeed. •

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business plan Secure financing

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