



Teach Yourself Setting Up a Small Business

By Vera Hughes, David Weller

Hodder Stoughton General Division, United Kingdom, 2006. Paperback. Book Condition: New. 4th Revised edition. 196 x 128 mm. Language: N/A. Brand New Book. This title has been successful since the first edition published in 1992. DTI statistics show that at the beginning of 2004 there were 4.3m business enterprises in the UK, a third of a million up on 2003. Of these 99.3 are classed as small businesses (0-49 employees) so the potential customer base is huge. As unemployment figures continue to rise so do the number of people setting up in business for themselves (especially those over 40) but the failure rate is high. For anyone thinking of starting up their own business or who is already under way with a new enterprise and wondering what to do next TEACH YOURSELF SETTING UP A SMALL BUSINESS is the ideal starting point. It contains the advice you would expect to find but it also offers very practical hints from two people who have done it themselves. TEACH YOURSELF SETTING UP A SMALL BUSINESS helps you to identify your product or service, consider the marketing and financing required, and suggests where to go for further advice. Starting your own business can...



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