



So, You Want to Start a Business?: 8 Steps to Take Before Making the Leap

By Hess, Edward D.; Goetz, Charles D.

FT Press, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Acknowledgments xviiAbout the Authors xixIntroduction xxChapter 1 Can You Be a Successful Entrepreneur? 1What Do Successful Entrepreneurs Do? 2Who Are Successful Entrepreneurs? 3Two Common Paths to Entrepreneurial Success 5Chapter One: Lessons Learned 6Chapter 2 Basic Rules of Business Success 9The 8 Common Start-Up Mistakes 10Basic Rules of Business Success 18Chapter Two: Lessons Learned 19Chapter 3 What Is a Good Business Opportunity? 21Pencil It 23Example 1: The Best Sandwich Shop 24Example 2: Children's Clothing Shop 30Two Different Types of Businesses 32Estimating Your Costs 35Chapter Three: Lessons Learned 38Chapter 4 How Do You Choose the Right Customers? 41The Right Customers 42The Competition 52Chapter Four: Lessons Learned 58Chapter 5 How Do You Design Your Product or Service? 59Give Customers Only What They Truly Need 60Features or Benefits 60What Is Value? 61Example: Enhancing Your Product/Service Value 62Your "Reason for Being" 66Low Innovation 68It's Now Time to Build Your Product/Service 69Can You Build or Produce It? 70The Prototype-The Test 70Chapter Five: Lessons Learned 74Chapter 6 What Is the Right Price for Your Product or Service? 77Competitive Pricing 80Break-even Formula 81Additional Pricing Factors 82Chapter Six: Lessons Learned 84Chapter 7...

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