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Reviews

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(Lavina Torp)

STARTUP: THE COMPLETE HANDBOOK FOR LAUNCHING A COMPANY FOR LESS (HARDBACK)

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Essential Books, United States, 2010. Hardback. Book Condition: New. 230 x 160 mm. Language: English . Brand New Book ***** Print on Demand *****.About Startup: The Complete Handbook for Launching a Company for LessFor the technology startup raising venture capital, the freelancer, social entrepreneur, and coffee shop owner, Edwards has written a modern textbook for entrepreneurship, covering all aspects of starting a business, including finance, branding, advertising, PR, accounting, and business law. Part manual, part manifesto, the nearly 400-page text presents proven strategies for launching a startup on a shoestring budget. In Startup: The Complete Handbook for Launching a Company for Less, Edwards draws upon her own experiences as a venture capital investor and bootstrap entrepreneur to outline over $100,000 in savings with do-it-yourself guides and personal finance strategies.The book explains how to create a profitable business model, conserve cash, and get operational fast, giving equal attention to the risks and wealth creation opportunities business ownership provides. Startup tackles both strategy and tactics - discussing high-level business strategy concepts and illustrating back of the napkin calculations to help entrepreneurs make good decisions. Edwards offers three tests for feasibility (to minimize risk), 14 creative ways to finance a startup, and a formulaic approach to marketing (to grow revenue).In concise, plain English, Startup explains the finer points of venture funding, angel investors, grants, SBA loans, intellectual property, and corporate structure, and includes templates of business plans, press releases, and startup expenses.Chapter Outline: 1 - The Pros and Cons of Entrepreneurship 2 - Startup Finance is Personal Finance 3 - Create a Business Model that Works 4 - Feasibility 5 - How to Finance a Startup 6 - Create an Unforgettable Brand 7 - Marketing, Advertising Publicity 8 - Managing Administrative Details 9 - Make it Legal 10 - Two Business PlansReviews I...

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