



Successful Online Start-Ups For Dummies (Australia and New Zealand e.)

By Stefan Korn

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Successful Online Start-Ups For Dummies (Australia and New Zealand e.), Stefan Korn, The how-to guide to starting, funding, running, and exiting a successful online business in less than three months Getting a thriving online enterprise up and running takes more than just a good idea. It involves building a website, developing it into a viable business, maintaining cash flow, hiring a staff, and much more. The task can seem daunting, but Successful Online Start-Ups For Dummies is here to help, showing prospective entrepreneurs how to develop a sound business plan, set up a proper company structure, and attract investment/funding in less than three months. Many entrepreneurs have a great idea and the technical know-how to get a website up and running, but forget that it's a business that requires capital, management and continual growth. Successful Online Start-Ups For Dummies teaches new start-ups how to get "investment ready" and attract the right backers in a very competitive market, giving readers the specific know-how to keep their business running or how to turn it over quickly and profitably so they can move onto their next start-up or retire. *

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