#### 图书基本信息

书名:《Running a 21st-Century Small Business: The Owner's Guide to Starting and Growing Your Company (平装)》

13位ISBN编号:9780446696180

10位ISBN编号:0446696188

出版时间:2006-2

- 出版社:Business Plus (2006年2月17日)
- 作者:Randy W. Kirk

```
页数:400
```

版权说明:本站所提供下载的PDF图书仅提供预览和简介以及在线试读,请支持正版图书。

更多资源请访问:www.tushu111.com

### 内容概要

在线阅读本书

#### 书籍目录

IntroductionSECTION ONE Before You Begin CHAPTER 1 Why Self-Employment? CHAPTER 2 Do You Have the Right Stuff? CHAPTER 3 What WillIt Cost? CHAPTER 4 Basic Budgeting CHAPTER S What Kind of Business? CHAPTER 6 Business Types CHAPTER 7 Buying a Business CHAPTER 8 The Partner Issue Part 1 The Spouse as Partner Part 2 OtherFamilyMembers in the Business CHAPTER 9 Part-Time Possibilities CHAPTER 10 Goal Setting and Success Part 1 A Personal Evaluation Project Part 2 Setting Goals Part 3 Prioritize, Organize, and Internalize SECTION TWO Opening the Doors CHAPTER 1 Finalizing Goals Part 1 Establishing the Basic Blueprint Part 2 Three-Track Thinking CHAPTER 2 Preparing the Business Plan Part 1 The Business Purpose Part 2 Finding a Location Part 3 Selecting Suppliers Part 4 Tbe Pbysical Part 5 Tbe Advertising Plan Part 6 Projecting Your Income Part 7 The Break-Even Analysis Plant CHAPTER3 Legal Requirements Part 1 Enterprise Type Part 2 Business Licenses and Regulations CHAPTER4 The Grand Opening Part 1 Last-Minute Checklist Part 2 Operating Procedures Part 3 Part 4 The Dress Rehearsal Last-Minute Attitude Check Part 5 Tbe First Day Part 6 Surviving the First Week CHAPTER 5 The First Month Part 1 Training Trainin, and Retraining Part 2 Decision Making CHAPTER 6 Months Two Through Six Part 1 The Daily Numbers Part 2 Tbe Montbly Statements Part 3 Dealing with Crisis SECTION THREE The First Three Years CHAPTER 1 Why Businesses Succeed CHAPTER 2 Why Businesses Fail CHAPTER 3 Almighty Cash Part I Bookkeeping Concepts ......SECTION FOUR Managing Yourself and OthersSECTION FIVE Managing Your AssetsConclusionAppendix: Additional ReadingIndex

### 版权说明

本站所提供下载的PDF图书仅提供预览和简介,请支持正版图书。

更多资源请访问:www.tushu111.com