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Most prosperous businesses are started on extremely tight budgets, and founders hustle hard to deliver innovative--or simply good--products or services. This book focuses on strategies to make great business ideas reality as cheaply as possible.

Whether you're thinking about starting a new business or growing an existing one, Ready, Fire, Aim has what you need to succeed in your entrepreneurial endeavors. In it, self-made multimillionaire and bestselling author Masterson shares the knowledge he has gained from creating and expanding numerous businesses and outlines a focused strategy for guiding a small business through the four stages of entrepreneurial growth. Along the way, Masterson teaches you the different skills needed in order to excel in this dynamic environment.

Intelligent strategies for starting and growing a small businesswith minimal personal financial risk A comprehensive guide for entrepreneurs from one of the mostsuccessful business creators in recent years, The ReluctantEntrepreneur: Turning Dreams into Profits addresses the fearsand misconceptions that many people have about starting their ownbusinesses, walking prospective owners through the necessarydecisions they need to make before even putting a business plan inplace. Presenting solid, reliable strategies based on author MichaelMasterson's own successful practices, and debunking some commonillusions entrepreneurs have about their businesses, the book is avital resource for anyone looking to avoid the pitfalls thatthreaten fledgling companies. Packed with insights from an entrepreneur who has launched andsold dozens of business, presented in a lively and conversationalstyle Some 600,000 new businesses are launched each year and with anuncertain economy, more and more people are looking for a stream ofincome separate from their 9 to 5 job Filled with highly applicable advice that budding andprofessional entrepreneurs can start using immediately Essential reading for small business owners and both first timeand established entrepreneurs, The Reluctant Entrepreneurpresents the smart strategies on starting and growing a smallbusiness that can make launching your own company a cinch.

At last, a book for mental health professionals considering a transition into the new and dynamic field of life coaching! Therapist as Life Coach explores life coaching as a profession, examines the relationship between life coaching and therapy, and details the variety of options for professionals considering either a transition into coaching or expanding their practices to include coaching.This book is one-stop-shopping for the therapist wishing to explore the coaching field. Chapters include: The History and Evolution of Life Coaching; Therapy and Coaching: Distinctions and Similarities; Getting Started as a Life Coach; The Basic Life Coaching Model; Developing and Marketing Your Life Coaching Practice; Self-Care for Life Coaches.

Even though more people are investing billions of dollars in mutual funds, both directly and through a variety of retirement programs, often they don't have a clear understanding about what it really means to invest in mutual funds. In If You're Clueless About Mutual Funds and Want to Know More, Seth Godin quickly brings these people, and anyone interested in more intelligent mutual fund investing, up to speed. Beginning with a lively look at the history of mutual funds, the guide goes on to provide a worksheet for estimating the total cost of a fund, and lists ten questions to ask about a mutual fund before investing. It gives readers key resources for mutual fund information and tells them how to differentiate between funds. You'll find clear, fast answers to such questions as: -- How much money does it take to start?-- What do load and no-load really mean?-- How can I maximize returns?-- What about taxes?Answers to all these and more are served up with the wit and know-how that characterize the series and make these guides a pleasure to use. Before they know it, readers will be ramping up their own journey to inf

A world list of books in the English language.

Guerrilla Publicity provides expert advice for how to use publicity in the 21st Century, including Blogs, Podcasting and Social Networking. It is the PR bible and sets the foundation for practical PR campaigns. Within Guerrilla Publicity, PR gurus, Jill Lublin and Rick Frishman, help those in business launch their publicity campaigns into the twenty-first century. This completely updated version of the publicity bible lays out the foundation of practical PR knowledge, while bringing everyone up to date with the latest Web-based publicity strategies. Throughout Guerrilla Publicity, readers learn how to capitalize on low-cost (and sometimes cost free) technologies so they can: Offer expert advice over the internet with podcasts Send out an e-mail blast to quickly reach consumers about the latest products or services Connect with their clients on social networking sites Conduct effective virtual seminars Build out their website in order to build name recognition

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