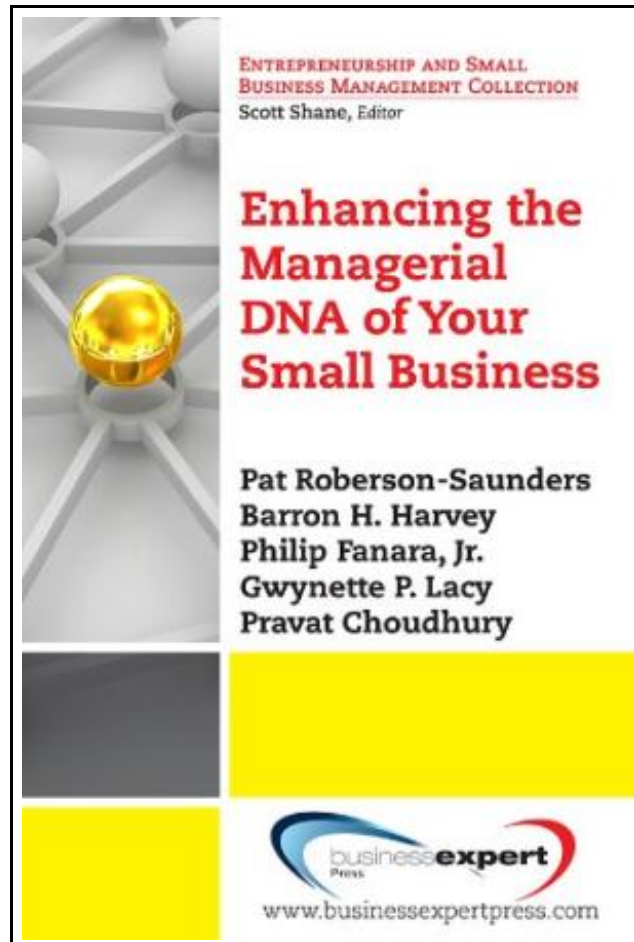# Enhancing the Managerial DNA of Your Small Business: A Focus on Planning, Marketing, and Finance

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ENHANCING THE MANAGERIAL DNA OF YOUR SMALL BUSINESS: A FOCUS ON PLANNING, MARKETING, AND FINANCE

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Business Expert Press. Paperback. Book Condition: new. BRAND NEW, Enhancing the Managerial DNA of Your Small Business: A Focus on Planning, Marketing, and Finance, Pat Roberson-Saunders, While the desire to start a business has long been a pillar of the American dream, the reality is that many entrepreneurs begin their businesses with no business training; and, sadly, many fall victim to barely being able to make the business work (or even business failure) due to a lack of business knowledge and skills. Of course, knowing business basics before starting the business would be the best approach, but what about those business owners who have already begun their ventures? For those wanting to start businesses as well as those who already have, this book will seek to serve as an executive guide that will concisely fill in the gaps in business knowledge that are essential to making a business successful. The book will focus on five key areas that a business owner needs to understand, in order to effectively manage the venture. Those areas are: Strategic planning; Entrepreneurial finance; Entrepreneurial marketing; Cash flow management; and, Cost control. The book will also include brief bonus coverage of important topics such as break-even analysis, legal structures, and intellectual property.

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