



## So, You Want to Start a Business?: 8 Steps to Take Before Making the Leap

By Hess, Edward D.; Goetz, Charles D.

FT Press, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Acknowledgments xvii About the Authors xix Introduction xx Chapter 1 Can You Be a Successful Entrepreneur? 1 What Do Successful Entrepreneurs Do? 2 Who Are Successful Entrepreneurs? 3 Two Common Paths to Entrepreneurial Success 5 Chapter One: Lessons Learned 6 Chapter 2 Basic Rules of Business Success 9 The 8 Common Start-Up Mistakes 10 Basic Rules of Business Success 18 Chapter Two: Lessons Learned 19 Chapter 3 What Is a Good Business Opportunity? 21 Pencil It 23 Example 1: The Best Sandwich Shop 24 Example 2: Children's Clothing Shop 30 Two Different Types of Businesses 32 Estimating Your Costs 35 Chapter Three: Lessons Learned 38 Chapter 4 How Do You Choose the Right Customers? 41 The Right Customers 42 The Competition 52 Chapter Four: Lessons Learned 58 Chapter 5 How Do You Design Your Product or Service? 59 Give Customers Only What They Truly Need 60 Features or Benefits 60 What Is Value? 61 Example: Enhancing Your Product/Service Value 62 Your "Reason for Being" 66 Low Innovation 68 It's Now Time to Build Your Product/Service 69 Can You Build or Produce It? 70 The Prototype-The Test 70 Chapter Five: Lessons Learned 74 Chapter 6 What Is the Right Price for Your Product or Service? 77 Competitive Pricing 80 Break-even Formula 81 Additional Pricing Factors 82 Chapter Six: Lessons Learned 84 Chapter 7...



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