



Small Business Solutions

By Robert D. Hisrich

Paperback. Book Condition: New. Not Signed; This title provides proven techniques for facing and defeating common small business problems before they defeat your business. From raising capital and building a good workforce to finding and exploiting a market niche, certain problems have always plagued small business owners and managers, and often spelled the difference between success or failure. Small Business Solutions examines 13 of these commonly occurring obstacles, and provides you with the step-by-step answers you need to confront vital questions including: How will I find the right customers, and get them to buy? ; Why can't I turn these frontline sales into bottom line profits? ; Where can I find the money I need to fuel my company's expansion? ; Which distribution channels will most effectively get me to the end users? ; and, When should I start giving up precious control to make room for further growth? . While all businesses obviously face unique concerns and crises, the fact remains that many of these problems are remarkably similar and can be addressed in ways that have always worked. Small Business Solutions shows you how to foresee and address the 13 most fundamental of these questions, and provides you...



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