



Enhancing the Managerial DNA of Your Small Business

Pat Roberson-Saunders, Barron H. Harvey

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Most people who start businesses do so with little or no experience and no formal education in business or management training. If this sounds familiar, this book has been written expressly for you and anyone who aspires to create a business.

This book fills some critical gaps in managerial knowledge that cause many of the problems that small business owners face as they try to navigate the business world with inadequate knowledge of how to manage a business. Inside, you will learn five core topics that will make the difference between success and failure: strategic planning, financing, marketing, managing cash flow, and managing costs. This book also incorporates three topics that are very important to small businesses: break-even analysis, legal business structures, and intellectual property protection.

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