



Small Business Solutions: How to Fix and Prevent the 13 Biggest Problems That Derail Business

Robert Hisrich

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Proven tools for solving today's most persistent entrepreneurial headaches--and keeping the focus on business growth

Operating a small business presents entrepreneurs with a continuing series of problems that need to be solved--and, usually, the smaller the business, the bigger the problems. *Small Business Solutions* focuses on 13 crises that crop up again and again in most small businesses, and details how entrepreneurs have identified and successfully solved them. As a longtime consultant to start-up businesses, Robert Hisrich has seen these solutions work in scores of small businesses, both in the United States and abroad. He divides *Small Business Solutions* into three categories--marketing, finance, and overall management--and provides market-proven solutions to problem areas in each:

- Sales & Marketing--Turning sales into profits, focusing a business
- Finance--Raising capital, monitoring and managing cash flow, valuing a business
- Management--Choosing the right partner, changing style as a business grows, and more

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