



Entrepreneur and Small Business Problem Solver

William A. Cohen

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A new, revised edition of the classic guide for entrepreneurs

For more than a decade, *The Entrepreneur and Small Business Problem Solver* has been the go-to resource for budding entrepreneurs and small business owners alike. Now in its Third Edition, this classic has been revised and updated to meet the needs of the modern reader in today's fast-paced business environment. Covering everything from getting a start-up loan to introducing a new product, this comprehensive guide shows you how to deal with the common problems every small business faces-without hiring expensive outside help.

This handy guide is packed with the kind of essential, down-to-earth advice everyone running a small business needs-whether you need help with your business plan or collecting a small debt. This new Third Edition features new information on tax law changes, technological advances, and changes in government services, and includes an entirely new chapter on Internet marketing and e-commerce. Focused on practicality, the book also features downloadable, chapter-ending worksheets that will help you retain what you learned and implement it correctly. A truly unique source for sound business guidance, *The Entrepreneur and Small Business Problem Solver*, Third Edition is an invaluable reference that every business owner needs.

Inside, you'll find world-class guidance on these topics and more:

- How and where to find start-up capital
- Insuring your business
- Extending credit and collecting debts
- Financial record-keeping
- Carrying out marketing research
- Pricing products and services
- Marketing and advertising your business
- Doing business and marketing online
- Recruiting and managing employees
- Protecting your business and avoiding rip-offs

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