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The Entrepreneur's Guide to Running a Business: Strategy and Leadership

CJ Rhoads

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This culmination of the professional development series takes the reader through all the important steps of starting and running an enterprise. It includes such essentials as writing the business plan, hiring the team, raising capital, managing technology, doing market research, and, of course, marketing the product. Once the business is up and running, the book can be consulted for advice on managing growth and inspiring and retaining employees, as well as for knowledge about handling crises and flourishing even during a recession.

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