



Starting a New Business?: Think Big But Start Small

By Murphy Chris Murphy, Chris Murphy

iUniverse, United States, 2006. Paperback. Book Condition: New. 229 x 188 mm. Language: English . Brand New Book ***** Print on Demand *****.This manual: Think Big but Start Small will teach you how to develop an idea into an opportunity and assemble the resources to create a successful plan for your business. Successful entrepreneur and author Chris Murphy has started sixteen corporations, and has years of start-up experience through working with students and other small business owners. Murphy highlights one simple principle: you don't have to spend a lot of money to create your own business. By providing a practical, no-nonsense approach, he thoroughly explains each step in the process. Murphy not only shares important statistics and examples, but also shows you how to choose a business that matches your long-range objectives. He will help you decide: What business is right for you Whether to buy an existing business or franchise How to research and understand your market The best way to get to know your customer How to write a business plan If you have the motivation and passion to start your own business in our new global, high-tech economy, then this book will be a valuable guide...



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