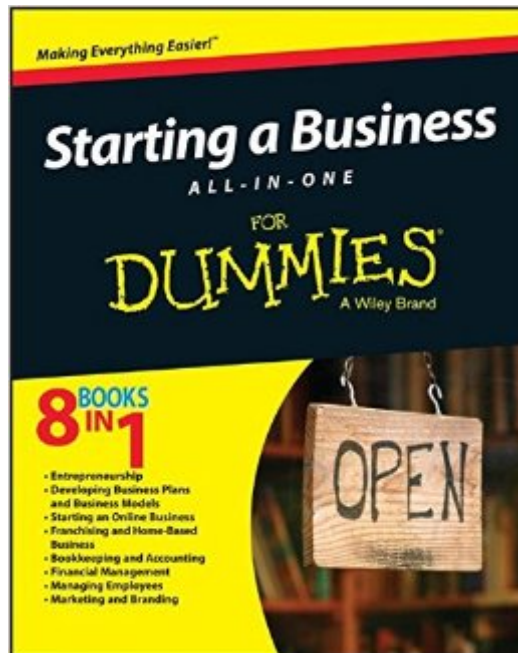


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# Starting A Business All-In-One For Dummies



## Synopsis

All the practical advice you need for starting a business Starting a business? Don't sweat it! Reflecting today's unique opportunities and challenges, Starting a Business All-In-One For Dummies is packed with everything you need to manage your personal and business risks and successfully navigate your first year in business. Written in plain English and packed with simple, step-by-step instructions, it shows you how to start up your dream business from scratch, write a winning business plan, secure financing, manage your risks successfully, navigate your first year of operation, and much more! The information inside is amassed from 11 bestselling For Dummies books, covering everything from franchising and home-based businesses to bookkeeping, accounting, branding, and marketing. If you're a go-getter looking for a way to launch a great idea and be your own boss, Starting a Business All-In-One For Dummies prepares you to beat the odds and become successful in your sector. Covers proven strategies on successfully branding and marketing your business Includes step-by-step guidance on keeping on top of the books Provides coverage of employee engagement and motivating employees Offers helpful hints for overcoming obstacles in starting a business Whether you're an aspiring entrepreneur or an expert looking to innovate, Starting a Business All-In-One For Dummies is the only reference you'll need to start a business from the ground up.

## Book Information

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## Customer Reviews

This is almost six hundred pages of material taken from a number of other Dummies business books. As all Dummies books try to, this one aims to be fun and funny, at least in parts, amongst the useful information. It covers a lot of territory, and therefore is somewhat thin in many of these areas. But, and here's how I think this book is best used, everything gets a mention, there's a page about typefaces followed by clip art and stock photography. And it's enough to get you started, or get you thinking of the right search terms to plug in to find out more information. Another example, the cost of goods sold expense methods are described in less than two pages, including highlighting that this is advice for small business owners rather than for accountants. It assumes you'll have an accountant, but it also shows you what else you can learn about in this direction.

Starting a Business All-In-One for Dummies is a formidable aggregation of how-to books by 16 authors that covers virtually every imaginable detail of starting and running a successful business. Not every word in the 564 pages may apply to the business you're considering or already operating, but if the information you need is important, it's in there somewhere. The book is peppered with icons in the margins that give the reader tips, things to remember, warnings about advice to heed, and technical stuff (advanced material that can be skipped, but could be useful if you want to dig deeper). It's written in a breezy conversational style designed to hold your attention when your mind wants to wander off on a tangent when you find a particularly compelling nugget of information. How-to books, especially 1 1/2" thick books, can be daunting, but it's a safe bet that this one can spare you a lot of grief and angst as you launch and grow your business.

As the advertising says, this is 8 books in one, and at a very reasonable price. This book coaches a budding business owner (entrepreneur) through all the necessary steps beginning with a unit on going "From Idea to Reality." In this unit you review your business idea, test the market for it, determine its "attractiveness" from several perspectives, and investigate franchises. And that's just the opening. After that you will determine the best type of business to plan (sole proprietor, S Corp, etc.), write a business plan, and find the funding. (During this time you will determine if a home business or franchise is best for you.) Then the book gets into the trenches of business management with helpful guidance on building a website, managing legal issues and finances (including an extensive section on profits/losses and working with cash flow), and then covers hiring processes (including how to delegate to get more work done) and the basics of marketing and image management. As you can see, it's very comprehensive-- and what I like about it is it forces a potential business owner to carefully think through areas s/he might not have even realized were

important. For instance, the section on how to hire and manage people isn't just a guide to basic management-- it includes details like creating a career development plan for your employees. Most entrepreneurs and small business owners have their own areas of expertise and comfort-- one may be particularly good with finance, another with marketing. What I like about this book is it gives you a working knowledge of all the elements of running your own business which can help you determine where you might need to hire someone else, or get outside consulting for areas which you recognize you are not your strengths. Very educational and well worth the investment-- before you sink money into a business venture only to realize you didn't know what you needed to know!

Starting a Business All-In-One for Dummies is full of information. The book is actually highlights from 8 other books and throughout each there is the core information needed to start a business, (determining what your business model is, determining your business plan, and hiring etc.) along with extra information that pertains to particular types of businesses (franchising, online business ventures, home-based businesses etc.). The core information is required reading for any entrepreneur and forms the main part of the book while the extra information would be useful to some aspiring entrepreneurs but not all of them. The parts of this book that I read, among them, the business model and the business plan parts clarified some aspects of starting a business that had always been fuzzy to me, as did the other parts. While there are a lot of details to starting a business, I think this book will get you a long way to being ready to start one.

Thicker than most of the "For Dummies" books I have read in the past, this one called "Starting a business all in one for dummies" is really put together well. This is the go-to source that really will tell you the basics of what you need to know about starting a business. It utilizes the familiar "for dummies" style with the icons throughout the book highlighting tips, reminders and warnings. Along the side of the pages are gray boxes that allow you to flip through the book to find major sections like "planning your business", "managing your finances" and "Marketing and promotion." This book really covers everything from coming up with the idea, controlling costs, taking stock of your business image and marketing just to name a few. If you want to start a business I would recommend you get this book as it really covers all the bases to help you succeed. I am not going to say parts of this book aren't dry/boring, they are but it's info that you really do need to know.

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