



# Small Business For Dummies

*Eric Tyson, Jim Schell*

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**Small Business For Dummies** Eric Tyson, Jim Schell

**The leading resource for starting and running any small business**

Want to start the small business of your dreams? Want to breathe new life into the one you already have? *Small Business For Dummies* provides authoritative guidance on every aspect of starting and growing your business, from financing and budgeting to marketing, management and beyond.

This completely practical, no-nonsense guide gives you expert advice on everything from generating ideas and locating start-up money to hiring the right people, balancing the books, and planning for growth. You'll get plenty of help in ramping up your management skills, developing a marketing strategy, keeping your customers loyal, and much more. You'll also find out to use the latest technology to improve your business's performance at every level.

- How start-up and established small businesses can use the Small Business Jobs Act to their advantage
- Enhanced and expanded coverage on using technology in your small business
- Hiring employees using online resources including LinkedIn, Facebook, and other social media sites
- New coverage of the recent health care bill, health savings accounts, and their implications for small business
- Updated coverage of the best places to get small business loans
- What it takes to achieve and maintain success in an ever-changing economic landscape

You have the energy, drive, passion, and smarts to make your small business a huge success. *Small Business For Dummies* provides the rest.

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