



Start-Up Smarts: The Thinking Entrepreneur's Guide to Starting and Growing Your Business

Barry H. Cohen, Michael Rybarski

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To make sure your start-up succeeds in the most profitable way, you need to plan and prepare your way to prosperity. This means learning the secrets of successful entrepreneurs--from knowing whom to trust to adapting in a changing marketplace. Start-up specialists and thriving business owners Barry H. Cohen and Michael Rybarski reveal the critical keys to getting your new business up and running a profit, including how to:

- Create a Flexible Business Plan
- Find Out What Your Customers Really Want
- Capitalize on the Right Trends
- Hire the Best People
- Choose the Most Lucrative Partners

Complete with real-life success stories from first-time entrepreneurs and the best businesses to start right now, Start-Up Smarts guarantees your new business will prosper in any market!

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