



Starting a Business For Dummies - UK

Colin Barrow

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Starting your own UK business is an exciting - and challenging - time.

This updated edition of the startup classic shows you how to build a business agile enough to take advantage of emerging trends and opportunities, and sturdy enough to weather any storm. Packed with real-life examples and links to hundreds of valuable resources, *Starting a Business For Dummies*, 4th UK Edition gives you what you need to make the leap from employee to successful entrepreneur with confidence.

All your favourite, trusted content has been updated including:

- Laying the groundwork and testing the feasibility of your business idea
- Writing a winning business plan and finding funding
- How to operate effectively, including managing your finances and employing people
- Growing your business and improving performance

New content includes:

- The latest funding schemes, including government funding and crowdfunding
- Tendering for public sector work
- Avoiding business cyber-crime
- Franchising and pop ups
- Exporting (the government has set a target of doubling the number of exporting companies by 2020)
- Environmental impact (a recent survey found 77% of SMEs wanted to know how to measure and improve their environmental impact)

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