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Curtis,2016-06-15 Take your small business to new heights Thinking about starting a new business Searching for new ways to run your small business better Whether you re starting your own business from scratch or looking to grow an existing venture this easy to follow guide helps you reach your small business dreams Covering everything from marketing and business planning to legal structures and building a positive online presence this updated edition of the bestselling Small Business For Dummies is the essential guide no Australian or New Zealand small business owner should be without Unfortunately nearly half of small businesses in Australia and New Zealand fail within their first year of operation But the good news is that with the right business acumen the odds don t have to be stacked against you and that s where this friendly guide helps Inside you ll discover how to develop a blueprint for success with a winning business plan find your unique selling point and get it out to the masses deliver on your customers expectations secure high rankings on search engines to get your website seen recruit the best employees to build an unstoppable team and so much more Includes dedicated chapters for retailers manufacturers and wholesalers Covers the rules on superannuation pay rates and OH S Shows you how to market your business more effectively Guides you step by step through putting your business online Squash issues before they arise pounce on opportunities the competition has missed and make your small business thrive with the help of Small Business For Dummies     Starting an Online Business For Dummies® Greg Holden,2010-06-15 The nuts and bolts for building your own online business and making it succeed Is there a fortune in your future Start your own online business and see what happens Whether you re adding an online component to your current bricks and mortar or hoping to strike it rich with your own online startup the sixth edition of this popular and practical guide can help Find out how to identify a market need handle promotion choose Web hosting services set up strong security pop up prominently in search engine rankings and more The book explores the hottest business phenomenon today social media marketing with full coverage of Twitter Facebook blogs and other technologies that are now firmly part of the online business landscape Dives into all aspects of starting and establishing an online business including the very latest big trends Highlights business issues that are of particular concern to online businesses Reveals how to identify a market need handle promotion choose Web hosting services set up strong security pop up prominently in search engine rankings and more Covers the hottest social media marketing opportunities including Twitter Facebook YouTube and blogs Shows you specific types and examples of successful online businesses Provides the latest on B2B Web site suppliers such as AliBaba com Build a better online business from the ground up starting with Starting an Online Business For Dummies 6th Edition



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