



Smallbiz Checkup: A Practical Small Business Gap Analysis

By Chris Mumford

Createspace Independent Publishing Platform, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.The SmallBiz Checkup is written as an un-business business book where we minimize the business mumbo jumbo. The book is designed for time-crunched small business owners who want help finding solutions for their business gaps. The goal is to help owners look at their businesses with fresh eyes, seeing reality for what it is and realizing that they cannot be brilliant at all aspects of running a business. View your business as a startup, or a re-startup, by bringing new ideas to your business most vexing problems. Joe Startup is an easy-to-use biz-plan creator. We avoid the frumpy, traditional business plan format. The deliverable is an actionable biz-plan with clear tradeoffs formed by completing an objective, thorough examination of the business. The book's content is not intended to be exhaustive, but distilled to the essentials. In other words, the content is the street-smart advice an experienced mentor would give a small business owner. The book is broken down into four processes: Think, Create, Tell, and Run. There are 24 step-by-step modules. Each lesson includes...



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