



Entrepreneurial Itch: Don't Scratch Until You Read This Book (Business Series)

David Trahair

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Statistics show that 90% of businesses fail within their first five years of operation. What is the story behind these intimidating odds? Every year, unsuspecting entrepreneurs show up at their banks asking for small-business loans. The problem is that far too many people go into business without doing thorough research into what it really takes to be successful. The best way to learn is to learn from someone who has worked with hundreds of small businesses. In this new book, small-business accountant and author David Trahair lays out in plain language everything that no one else tells you about starting a business. Trahair stresses that it's important for most people to start their business first as a side job. The owner should market and develop the business until it becomes strong enough to survive those crucial first years, and profitable enough to provide an income for the owners. Trahair also offers excellent tips on what the major franchisors will never tell you.



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