



Don't Get a Job, Build a Business

Joan Baker, Joanne Hession

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This book is full of the kind of information you need to run a small business successfully - whether you are just starting out, or you have an established business and you want to develop it and ensure its survival.

Through a series of 'Killer Questions' the authors highlight all the important things you need to think about to make your business a success and ensure you are heading in the right direction. The book is divided into three sections: the first deals with the business owner themselves, the second addresses other people involved in the business, whether they are customers, suppliers, staff or consultants, and the third looks at the structure of and planning in the business.

The informal approach and short chapters means that the book can either be read straight through or be dipped in and out of for easy reference. The authors have a combination of fifty years' business experience between them and are both currently involved in business training and coaching.



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