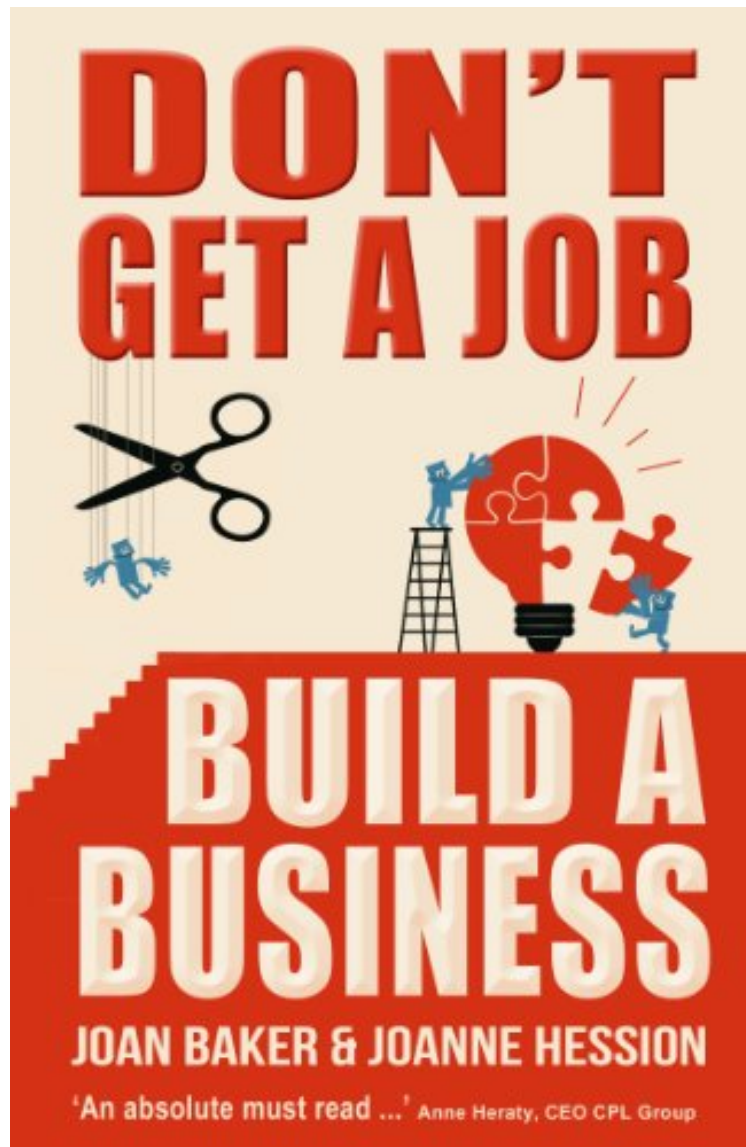


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Don't Get a Job, Build a Business

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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This book is a well-considered treatment by authors Baker and Hession, who bring their coaching and entrepreneurial experience to bear on the subject of setting up a business. -- Frank Dillon
About the Author
Joanne Hession is passionate about small businesses and has worked with County and City Enterprise Boards throughout Ireland. She was listed as one of the top 100 all-island businesswomen by 'Irish Entrepreneur' and 'Your Business' magazines and as one of the top entrepreneurs in Ireland by 'Prudence' magazine. She runs the business training company QED Training. Joan Baker works as an independent business consultant in New Zealand, but returns home to Ireland several times a year. She has written several books on business and financial issues for the NZ and Australian market.