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Author Micah Fraim is an accountant, and in The Little Big Small Business Book he outlines several financial do's and don'ts of the process. The first chapter deals with the differences in corporate structure (LLC, S-Corp or C-Corp), providing a general overview of the types of business scenarios where each would be appropriate and reasons to choose one over the other.

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The Little Big Small Business Book Vol. 1 has sold tens of thousands of copies worldwide, is a #1 bestseller on Amazon, and was even one of Tai Lopez's Recommended Books. As a follow-up to the first volume, The Little Big Small Business Book Vol. 2: Not Everything Is As It Seems is structured in very much the same way as the original: providing small, easily digestible, easy to apply business lessons.

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This book The Little Big Small Business Book was an interesting read. It covered many subjects in areas and chapters. These included: Accounting, Taxes, Finances, Marketing, Branding and more for the board areas which were than broken down farther into easier to learn little lessons, or chapters.

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As an entrepreneur, you need every helpful tool you can get your hands on to build your business. And if you know the tricks of the trade, perhaps nothing can gain more attention for your small business and

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build your company's credibility than a good, old-fashioned public-relations campaign. Whether you're an established company or a cost-conscious start-up, *The Little Book of Big PR* tells you all you need to know to be able to use public relations effectively as a business-building tool. Drawing on the expertise gained during her long career in public relations, Jennefer Witter shares simple, smart, and budget-friendly methods for getting your business noticed, including what she calls the seven key elements of public relations:

- Self-branding.
- Media relations.
- Social Media.
- Networking.
- Speaking engagements.
- Cause-related marketing.

Selecting a PR agency Complete with real-world case studies and sample content (such as media pitches) to use as-is or to modify to fit your own specific needs, this all-encompassing resource will provide for you the expert guidance all entrepreneurs need to grow their business to new, attention-getting heights.

From smartphone apps to tablet PCs and social networks, any business can use technology to increase ROI and boost productivity without sacrificing quality or customer service. A complete guide with hints, tips and advice for modern executives of all experience levels, small business expert and entrepreneur Scott Steinberg reveals how to tap their power within. From marketing and management to leadership, advertising and public relations, learn how to slash costs and

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maximize productivity using today's latest high-tech innovations. Every business - and business plan - can profit from keeping up with IT advances. Join us as we reveal how to give yours an upgrade. Includes: Best Business Apps, Gadgets, Online Services - Social Media Secrets: Facebook, Twitter, Google+ - Advertising and PR on Any Budget - Online Marketing and SEO - IT Security Tips - How to Start Any Business Overnight "The one book every entrepreneur should keep handy." Gary Shapiro, CEO, Consumer Electronics Association

Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO. Purchasing a small company offers significant financial rewards—as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right prospects Avoid the pitfalls that could derail your search Understand

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why a "dull" business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute

New York Times bestselling author and entrepreneur Carol Roth shows how big government caused the 2020 economic collapse. Coming off a year with historically low unemployment, the American economy suffered the biggest financial collapse in history. But, unlike previous recessions, it wasn't caused by a systemic industry issue or even the Covid pandemic; what overturned the American economy--and will make it more difficult for the average American to recover--was the bloated, incompetent government at all levels. While many people looked to point the finger solely at Donald Trump, the truth is that this collapse was the culmination of decades of government creep that allowed governors to act like tyrants and for too much emphasis to be placed on the federal government's role. While Main Street suffered like never before, the stock market continued to reach new highs. How could this be? Consider: this downturn happened after years of a runaway Federal Reserve System, a toxic relationship which brought China more capitalism and moved the US further towards central planning, and continued big government decisions which, done under the guise of helping the little guys, led to out of control spending and a

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large transfer of wealth from the average American to government cronies, leaving a generation saddled with debt in its wake. It's not just past decisions which hurt the economy. While the past built the path, many of the decisions that directly impacted small business and the backbone of the economy were made by state and local government officials, including incredibly damaging early decisions made in New York, New Jersey and Connecticut, which created a big-government blueprint that ended up not only being deadly, but skewing the economic decision making model for the rest of the states. Added on top of hypocritical actions that found politics instead of science and/or economics driving decisions, small business owners were thrown in jail for trying to make a living, while cities were experiencing extreme violence with few arrests. It's inevitable that a big government model that has gotten away from the concept of protecting individual rights and embraced being a one-stop solution for everything would struggle to be a help versus a hindrance in this critical time. In the end, we saw the outcome of a bloated US government that was too big to succeed.

"It is [Tom] Peters—as consultant, writer, columnist, seminar lecturer, and stage performer—whose energy, style, influence, and ideas have [most] shaped new management thinking." —Movers and

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Shakers: The 100 Most Influential Figures in Modern Business “We live in a Tom Peters world.” –Fortune Magazine Business uber-guru Tom Peters is back with his first book in a decade, *The Little Big Things*. In this age of economic recession and financial uncertainty, the patented Peters approach to business and management—no-nonsense, witty, down-to-earth, insightful—is more pertinent now than ever. As essential for small-business owners as it is for the heads of major corporations, *The Little Big Things* is a rousing call-to-arms to American business to get “back to the basics” of running a successful enterprise.

This book is meant to inspire you. Over the past 20 years the arena of business marketing has changed drastically, while at the same time remaining static for the majority of small businesses and how they market themselves. We love all things entrepreneurial: cottage industries, independent authors, Mom & Pop stores - and decided to do something to help them succeed. Of course many small business owners recognize that times have changed, but with the old ways proven to be successful in the past few have felt the need to move forward to embrace new and more efficient ways of getting their message out. This is what this book is about - embracing change and the steps to do so. The new methods of small business marketing don't need to be

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costly, nor do they have to happen overnight. But in order to grow, the changes of the world need to be accepted and acted upon. As such, we dedicate this book to our clients - those who have trusted us to bring them new audiences for their books, their services, their menus, their art and their dreams. Change doesn't have to be difficult. It just needs to be embraced.

Little Me, Big Business presents the secret of scaling a solo business the smart way, so business owners can go global from their sofa. It's for solo business owners who want to make more money, but don't have any more hours in the day—lone rangers who don't want just a hobby business, but the real deal. Little Me, Big Business is the ultimate how-to on scaling a business so that it has massive impact while staying small and stress free. Business coach Nadia Finer reveals how business owners can work from home, in the time they have available, while reaching more people and making more money. Rather than working more, business owners learn to work smarter, adapt their audience, find new revenue streams, tweak their business model, and get clever with pricing, sales, and marketing. With Nadia's help, anyone can follow the five simple steps to create a Little Big Business that fits

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into their life.

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