



The Entrepreneur's Manual: Business Start-Ups, Spin-Offs, and Innovative Management

Richard M. White

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You are holding in your hands the ultimate guide to transforming your dream business into a reality. Drawing upon years of trial and error, Richard White imparts his insights on how to establish a successful business and keep it running strong.

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White's rare advice has made this manual mandatory reading not only for entrepreneurs, but for anyone who wants to better understand the business world. In addition to motivating prospective business owners, this book, above all others in its field, delivers results.

This superior guide on the secrets behind successful entrepreneurship possesses the qualities of a true classic: its advice remains as relevant as ever. Find out why *The Entrepreneur's Manual* has been the mandatory business guide for nearly half a century.

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