



The Entrepreneur's Guide to Running a Business: Strategy and Leadership

CJ Rhoads

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The final entry in this all-you-need-to-know series summarizes the best points in the previous 12 books, updates many of them, and integrates must-have knowledge into a unified, indispensable whole.

- Combines knowledge, expertise, and personal experiences from a group of successful entrepreneurs
- Delves into the nitty-gritty of actually starting and running a business, covering the full cycle of business ownership, not just the initial steps
- Shares insights into personal growth necessary for success, including leadership and strategic management skills
- Explores new ways of obtaining capital such as "crowdsourcing," soliciting for investors over the Internet

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