



Small Business Survival 101: Principles for Fail Proofing Your Business

Tom Pease

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Small Business Survival 101 contains eight broad principles to implement into any small business that help it last. A sampling includes "It Must Be Easy", "The Leader Gets It Right" "Entrepreneurship by Santa Claus" and "Someone Can Sell." The goal of the book is to make new entrepreneurs and those expanding into new industries, mindful of strategies that are long lasting and those that aren't.



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