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Real-world business wisdom they don't teach in design school.

"The section on testing your new business concept is unlike anything in any other book on start-ups. How much is it worth to know that your new business is something your customers will want--before you invest in it?" --Pat Cunningham, Wall Street Journal Advertising Advisor and former Vice Chairman, N. W. Ayer Global Advertising Agency "Start-Up Smarts is an explosive work of ten powerful, practical steps that lay out reality." --Dr. Jeffrey Magee, Publisher, Performance Magazine To make sure your start-up succeeds in the most profitable way, you need to plan and prepare your way to prosperity. This means learning the secrets of successful entrepreneurs--from knowing whom to trust to adapting in a changing marketplace. Start-up specialists and thriving business owners Barry H. Cohen and Michael Rybarski reveal the critical keys to getting your new business up and running a profit, including how to: Create a Flexible Business Plan Find Out What Your Customers Really Want Capitalize on the Right Trends Hire the Best People Choose the Most Lucrative Partners Complete with real-life success stories from first-time entrepreneurs and the best businesses to start right now, Start-Up Smarts guarantees your new business will prosper in any market!

This cutting-edge volume offers a theoretical and applied introduction to the emerging legal technology and informatics industry.

Building your business doesn't have to be hard. Shopify lays the foundation so you can drop the 9-5 and form an empire of your own. Ready to jump in headfirst? Shopify's low-cost, low-risk solutions means there's no barrier to entry, no matter the size of the venture. Everything you need to get started is detailed in the Ultimate Guide to Shopify. From hand-selecting the best product, targeting your unique audience, or breaking down the backend, the Ultimate Guide is here for you. Jason R. Rich and his handpicked team of Shopify experts take you through the ins and outs of opening an Ecommerce business, from the seeds of an idea to launch day. Using nontechnical language and digestible business strategies, this handbook is accessible to the absolute beginner or seasoned business mogul, no frustration required. You'll discover how to: Build a profitable, e-commerce website using the Shopify platform, following step-by-step outlines for proven success Convert website visitors into loyal customers using Conversion Rate Optimization tactics and multifaceted advertising techniques Manage and market your inventory for maximum profitability Harness the power of social media, including direct purchasing options through multiple platforms. Apply themes and apps to differentiate your website and optimize functionality Stuffed with tried-and-true techniques to catapult your business to new heights, the Ultimate Guide to Shopify will take you there.

Learn to scale your startup with a roadmap to the all-important part of the business lifecycle between launch and IPO In The Builder's Guide to the Tech Galaxy: 99 Practices to Scale Startups into Unicorn Companies, a team of accomplished investors, entrepreneurs, and marketers deliver a practical collection of concrete strategies for scaling a small startup into a lean and formidable tech competitor. By focusing on the four key building blocks of a successful company -- alignment, team, functional excellence, and capital--this book distills the wisdom found in countless books, podcasts, and the authors' own extensive experience into a compact and accessible blueprint for success and growth. In the book, you'll find: Organizational charts, sample objectives and key results (OKRs), as well as guidance for divisions including technology and product management, marketing, sales, people, and service operations Tools and benchmarks for strategically aligning your company's divisions with one another, and with your organization's "North Star" Templates and tips to attract and retain a triple-A team with the right scale-up mindset Checklists to help you attract growth capital and negotiate term sheets Perfect for companies with two, ten, or one hundred employees, The Builder's Guide to the Tech Galaxy belongs on the bookshelves of founders, managers, entrepreneurs, and other business leaders exploring innovative and proven ways to scale their enterprise to new heights.

New York Times Notable Book: "A well-told business yarn . . . A fly-on-the-wall look at how eBay got to be eBay." --Chicago Tribune When Pierre Omidyar launched a clunky website from a spare bedroom over Labor Day weekend of 1995, he wanted to see if he could use the Internet to create a perfect market. He never guessed his old-computer parts and Beanie Baby exchange would revolutionize the world of commerce. In this fascinating book, Adam Cohen, the first journalist ever to get full access to the company, tells the remarkable story of eBay's rise. He describes how eBay built the most passionate community ever to form in cyberspace and forged a business that triumphed over larger, better-funded rivals. And he explores the ever-widening array of enlistees in the eBay revolution, from a stay-at-home mom who had to rent a warehouse for her thriving business selling bubble-wrap on eBay to the young MBA who started eBay Motors (which within months of its launch was on track to sell \$1 billion in cars a year), to collectors nervously bidding thousands of dollars on antique clothing-irons. "Skillfully synthesizes the story of eBay's corporate evolution with profiles of more peripheral figures." --The Washington Post Book World "The definitive history of eBay--a strange and exhilarating tale." --Jeffrey Toobin, New York Times bestselling author of True Crimes and Misdemeanors

This book will be a priceless resource for those considering adventuring into the fashion industry, yet not knowing how or where to start. Comprised of detailed information, How to Start a Home-based Fashion Design Business will be a guide for the aspiring designer to plan and execute a successful home based business. This material will not only provide a fashion realm, but will show how to create additional revenue streams in the sewing field. This book will be the "one stop shop" for the small designer.

Offers techniques and strategies for increasing income while cutting work time in half, and includes advice for leading a more fulfilling life.

Written by a practicing emergency physician, *The White Coat Investor* is a high-yield manual that specifically deals with the financial issues facing medical students, residents, physicians, dentists, and similar high-income professionals. Doctors are highly-educated and extensively trained at making difficult diagnoses and performing life saving procedures. However, they receive little to no training in business, personal finance, investing, insurance, taxes, estate planning, and asset protection. This book fills in the gaps and will teach you to use your high income to escape from your student loans, provide for your family, build wealth, and stop getting ripped off by unscrupulous financial professionals. Straight talk and clear explanations allow the book to be easily digested by a novice to the subject matter yet the book also contains advanced concepts specific to physicians you won't find in other financial books. This book will teach you how to:

- Graduate from medical school with as little debt as possible
- Escape from student loans within two to five years of residency graduation
- Purchase the right types and amounts of insurance
- Decide when to buy a house and how much to spend on it
- Learn to invest in a sensible, low-cost and effective manner with or without the assistance of an advisor
- Avoid investments which are designed to be sold, not bought
- Select advisors who give great service and advice at a fair price
- Become a millionaire within five to ten years of residency graduation
- Use a "Backdoor Roth IRA" and "Stealth IRA" to boost your retirement funds and decrease your taxes
- Protect your hard-won assets from professional and personal lawsuits
- Avoid estate taxes, avoid probate, and ensure your children and your money go where you want when you die
- Minimize your tax burden, keeping more of your hard-earned money
- Decide between an employee job and an independent contractor job
- Choose between sole proprietorship, Limited Liability Company, S Corporation, and C Corporation

Take a look at the first pages of the book by clicking on the [Look Inside](#) feature

Praise For *The White Coat Investor*

- "Much of my financial planning practice is helping doctors to correct mistakes that reading this book would have avoided in the first place." - Allan S. Roth, MBA, CPA, CFP(R), Author of *How a Second Grader Beats Wall Street*
- "Jim Dahle has done a lot of thinking about the peculiar financial problems facing physicians, and you, lucky reader, are about to reap the bounty of both his experience and his research." - William J. Bernstein, MD, Author of *The Investor's Manifesto* and seven other investing books
- "This book should be in every career counselor's office and delivered with every medical degree." - Rick Van Ness, Author of *Common Sense Investing*
- "The White Coat Investor provides an expert consult for your finances. I now feel confident I can be a millionaire at 40 without feeling like a jerk." - Joe Jones, DO
- "Jim Dahle has done for physician financial illiteracy what penicillin did for neurosyphilis." - Dennis Bethel, MD
- "An excellent practical personal finance guide for physicians in training and in practice from a non biased source we can actually trust." - Greg E Wilde, M.D

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