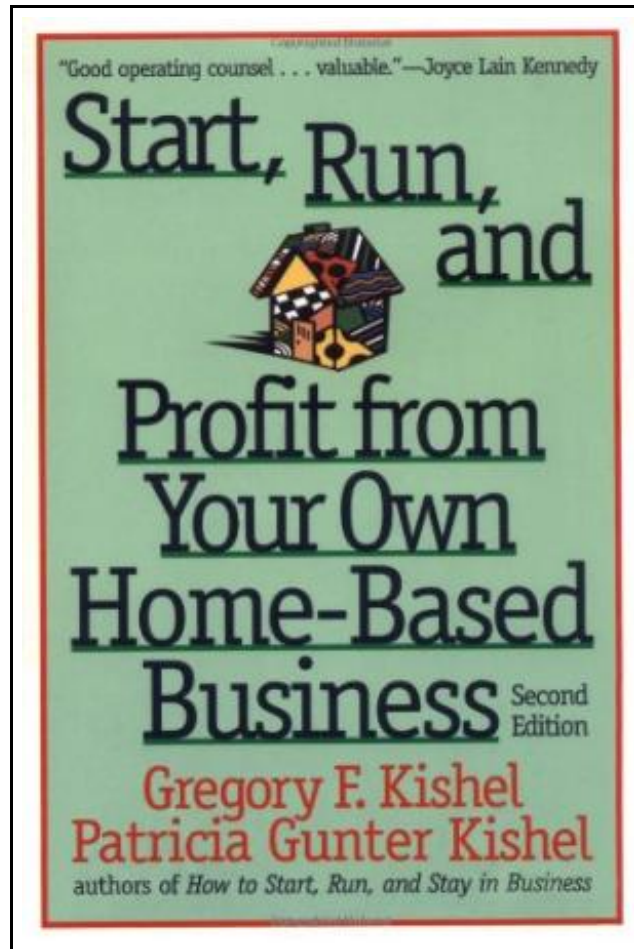


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(Prof. Maya Hand)

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Somerset, NJ: John Wiley & Sons, Inc., 1999. Soft cover. Book Condition: New. 2nd Edition. Octavo, illustrated wrappers. A new, unread copy. *** Turn your home into a profit center. Here is the only hands-on guide you need to set up and operate a profitable and rewarding home-based business. An ideal one-stop reference for the more than 45 million people currently working out of their homes -- and the countless others interested in doing the same -- the Second Edition of this classic nuts-and-bolts bestseller features thoroughly revised and updated coverage of all recent advances in home-office technology, the flexibility afforded by "virtual officing," and the broad range of unique opportunities available to todays entrepreneurs. Count on small-business gurus Gregory and Patricia Kishel for practical, step-by-step advice on every aspect of setting up shop at home -- from picking the right business and selecting office equipment to presenting a professional image to potential clients and customers. Youll find out how to: finance and computerize a home-based business; prepare marketing, advertising, and promotion programs; achieve top-quality customer service to attract and keep business; deal with vital tax, insurance, and legal considerations. If youre thinking about starting your own business at home or just curious about what it takes, **START, RUN, AND PROFIT FROM YOUR OWN HOME-BASED BUSINESS** is the all-in-one guide to making it happen . . . and making it profitable. (Book description and details copyright Moments of Being).

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