



The Young Entrepreneur's Guide to Starting and Running a Business (Completely Revised and Updated)

Steve Mariotti

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It doesn't matter how old you are or where you're from; you can start a profitable business. **The Young Entrepreneur's Guide to Starting and Running a Business** will show you how. This completely updated edition is filled with real, inspirational stories of young people finding success in the business world -- from superstars like Microsoft's Bill Gates and Motown Records founder Berry Gordy to young people who are just starting out. More important, though, it provides a practical, step-by-step pathway, including everything you need to know to start your own business, from creating financial statements to developing marketing techniques.

You'll also discover the tremendous entrepreneurial opportunities that are now readily available through the Internet. This book will show you how to:

Prepare a winning business plan

Register your business legally and easily

Understand finance and keep smart records

Conduct market research that really works

Use the Internet to reach customers around the world

Build a socially conscious company that gives back to the community

Plus, you'll find dozens of ideas for businesses you can start today! Owning your own business can positively change your life forever. With **The Young Entrepreneur's Guide to Starting and Running a Business**, nothing can stop you from getting started now.

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