



New Business: Next Steps: The all-in-one guide to managing, marketing and growing your small business

Ed Goodman, Ann Hawkins

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‘Refreshingly clear. Answers all those questions that entrepreneurs keep asking.’

Robert Craven, author, *Bright Marketing and Kick-Start Your Business*

So you've launched your new business. But what do you need to do now to make sure it succeeds?

This all-in-one guide will help you make sure your fledgling enterprise becomes a successful business.

Packed with all the practical, valuable and insightful guidance you need on sales, marketing, finance, service, technology and much more, each chapter includes:

- **Easy-to-apply strategies for business success**
- **Insightful case studies from businesses that survived the first five years**
- **Helpful exercises and action plans**
- **Valuable templates for you to use**

This is your one-stop shop for everything you need to manage, grow and succeed with your new business.

‘Full of very valuable information. This is not theory – but live action in print. Highly recommended.’

Professor Alan Barrell, Judge Business School, University of Cambridge

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