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By Kathleen Allen

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Today's business marketplace is filled with news of small business and entrepreneurs making it big. Entrepreneurship For Dummies brings everything the reader needs to get started in business into one package. From developing an opportunity and coming up with a concept to actually creating the company, this book guides readers step-by-step. Included are all the procedures necessary to create a successful business. Learn how to know your customer, test and protect your product, test distribution, and create a business plan. Discover how to find the best legal structure, business model, organization plan, marketing plan, and financial plan.

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About the Author

Kathleen Allen, Ph.D., is a professor of entrepreneurship at USC. Her books include The Complete MBA For Dummies?? and eBusiness Technology Kit For Dummies??.

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