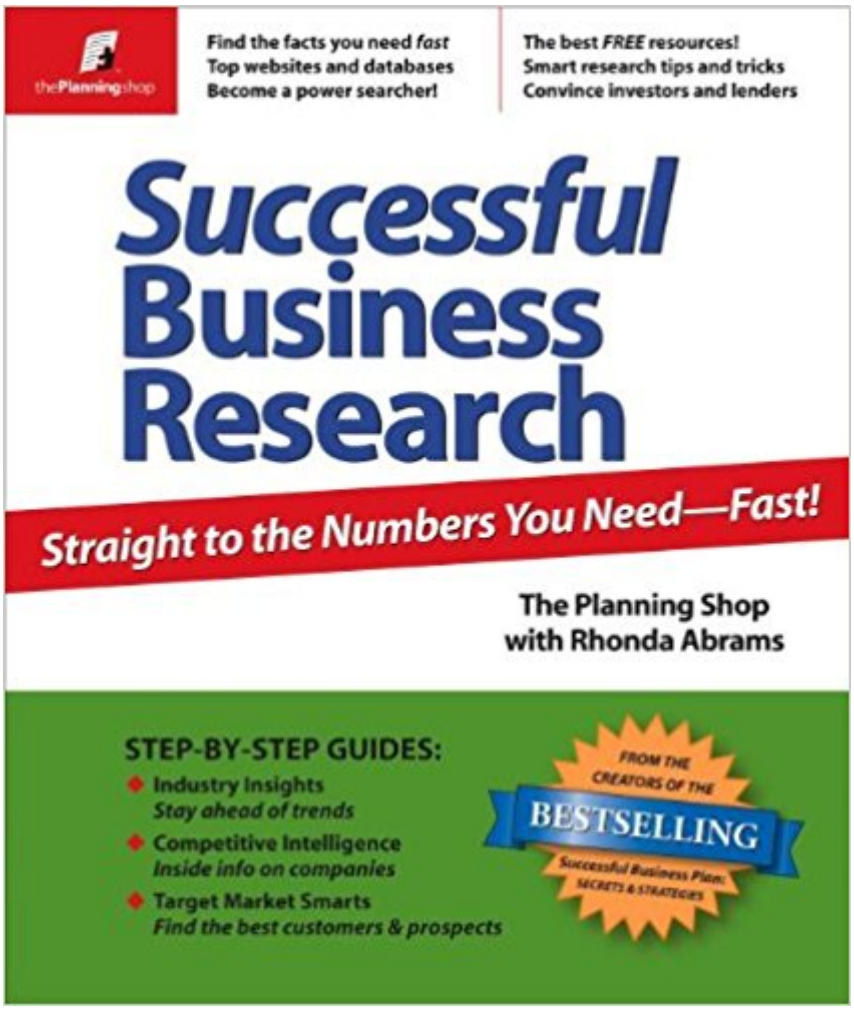
Ebook Directory
the best source of ebook

The book was found

Successful Business Research: Straight To The Numbers You Need - Fast!



PDF
Adobe
DOWNLOAD EBOOK

Synopsis

Whether youÃ¢â ¬â„¢re seeking outside financing for your business or not, you need well-researched, verifiable numbers to support your business plan. But the process of finding that data has been painful and expensiveÃ¢â ¬â •until now. This one-of-a-kind product will take you step by step through the process of gathering critical, totally customized information and data about your business's industry, target market, and competition. Harnessing the often difficult-to-master power of the nation's leading public and private data sources, this book not only takes you to the information, but shows you how to filter it, interpret it, and use it to your business's advantage.From the PublisherÃ Â Whether you need convincing data for a business plan, to raise money for your business, or for a report, you need it in a hurry. Successful Business Research shows you how to get the right info, right now. From stats on industries to the inside scoop on companies to detailed numbers on target markets, youÃ¢â ¬â„¢ll find the info you needÃ¢â ¬â •fast!Key features include:Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â How to find key data about your industry, market, and competitionÃ Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Up-to-date hot lists of the leading research sourcesÃ Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Shows you in Ã¢â ¬Å"cookbookÃ¢â ¬Â• fashion how to grab the data you need quickly and interpret itÃ Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Dramatically reduces the time spent on research and improves the quality of resultsÃ Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Ã Â Can save you hundreds, even thousands, of dollars in research expenses

Book Information

Paperback: 292 pages

Publisher: Planning Shop; Book edition (November 1, 2006)

Language: English

ISBN-10: 0974080136

ISBN-13: 978-0974080130

Product Dimensions: 8.4 x 0.8 x 9.8 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 4 customer reviews

Best Sellers Rank: #529,959 in Books (See Top 100 in Books) #95 inÃ Â Books > Business & Money > Processes & Infrastructure > Research & Development #2819 inÃ Â Books > Business & Money > Education & Reference #3763 inÃ Â Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

Entrepreneur, author, and nationally syndicated columnist Rhonda Abrams is widely recognized as one of the leading experts on entrepreneurship and small business. RhondaÃ¢â ¬â„¢s column for USA Today, Ã¢â ¬Å“Small BusinessÃ Â Strategies,Ã¢â ¬Â• the most widely distributed column on small business and entrepreneurship in the United States, reaches tens of millions of readers each week. She has written more than a dozen other books on entrepreneurship and her books have sold more than a million copies. Sign up for her monthly newsletter at planningshop.com.The Planning Shop specializes in creating business resources for entrepreneurs. Our books are based on years of real-world expereince and share the secrets and strategies of entrepreneurs, CEOs, investors, and lenders. The Planning Shop's books have been used to launch, run, and grow successful businesses in every industry.

To put it simply, if you are a small business owner, or interested in starting up a business....BUY THIS BOOK!My close friend had just cut a check for $7,500 dollars for a feasibility report for a retail store he was looking to start up. After reading this book, I could have done that report with double the information that he received, for a fraction of the cost.This book will save you money!This is more than a book, it is a priceless resource filled with references and places to go to get the information you need.I have used this book, and have found it very helpful to complete the following tasks :~ Business plan writing~ Demographic studies~ Marketing planning, and finding the right areas to implement marketing campaigns.My copy is highlighted and tabbed to the max. I find myself reaching for it numerous times in the year. I have not found a better resource like this of its kind.

Best thing I learned from this book is what a great resource a public library card can be. You can get a card, then have access to many of the free databases from home, through the webiste of your library.The book itself give you many of the databases and websites, not as many websites as I would have liked, but still good. If there is any fault, it would be that they delve into the navigation of the databases more than needed.Overall, a great resource for the price.

I really liked this book a lot. I think there has been a real need for something like this publication for some time now. When I have SCORE clients ask me about what is involved in creating a great business plan for their idea, then this book will be one of the ones I will recommend they read to help. I highly recommend it. It is well organized and well written. And it includes quite a number of

computer screen captures to make it easy to follow.While I couldn't use it to specifically help me use the online research databases my public library subscribes to, I certainly could use it to get a feel for using online research databases and the kind of information to look for at my public library. Keep in mind that Web sites, library subscriptions, and URLs are all subject to change over time. But the process of doing business research remains constant. And you will see and learn about the process by reading this book.This book is comprised of the following four sections:1. Research essentials2. The research process3. Major resources4. Straight to the numbersMy favorite was Part II (The research process), but Part III had a goldmine of resources cited. My hunch is that the URLs in the third part will get dated eventually. But as of right now they are all still hot. And I thought chapters 15 (Researching an industry), 16 (Researching a company), and 17 (Researching a target market) were wonderful. The meat of doing research for a business plan has to do with learning about the industry, market, and the main competitors in that business' market. 5 stars!

I think it is helpful although some information is slightly outdated. I think this is the best reference for business researhc that sets me into perspective without wasting a pernicious amount of time on research!!!

Download to continue reading...

Successful Business Research: Straight to the Numbers You Need - Fast! Daniel Fast: 50 Plant Based, Whole Foods Daniel Fast Recipes+Daniel Fast Food List And Breakthrough Secrets (Daniel Fast, Daniel Plan, Daniel Plan Cookbook, Whole Foods, Daniel Fast Cookbook) Photography Business: 20 Things You Need to Know Before Starting a Successful Photography Business Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Straight to Bed: A Gay Man's Guide to Seducing Straight Men Crochet the Corner to Corner and Straight Box Stitch for Beginners: Learn the Basics of Crochet and How to Crochet the Popular C2C and Straight Box Stitch Patterns Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Fast Facts for the Cardiac Surgery Nurse: Everything You Need to Know in a Nutshell (Fast Facts (Springer)) Business Plan Writing Guide: How To Write Successful & Sustainable Business Plans (Business Plan Writing Guides Book 1) The Daniel Fast: The Ultimate Guide To The Daniel Fast: recipes, Daniel diet, Daniel plan, Daniel fast for beginners, cookbook, vegan diet, vegan plan, prayer, fasting, weight loss FAST 2016 Motorcycle PinUp Calendar Digital Yearbook: Fast Dates World Superbikes,

Iron & Lace Custom Motorcycles & Garage Girls PinUp Calendars (FAST Motorcycle PinUp Calendar Digital Yearbook) What Got You Here Won't Get You There: How Successful People Become Even More Successful Microblading 101: Everything You Need To Know To Begin A Successful Career In Permanent Makeup (permanent makeup, cosmetic tattoo, microblading book, small business) The Photographer's MBA, Senior High School Portraiture: Everything You Need to Know to Run a Successful Business How to Open & Operate a Financially Successful Herb and Herbal Plant Business (How to Open and Operate a Financially Successful...) Sacred Science of Numbers: A Series of Lecture Lessons Dealing with the Sacred Science of Numbers The Grapes of Math: How Life Reflects Numbers and Numbers Reflect Life Numbers Raging (Numbers Game Saga Book 3) Numbers Ignite (Numbers Game Saga Book 2)

Contact Us

DMCA

Privacy

FAQ & Help