



## Key Concepts in Starting a Business (Paperback)

By Jesus C De Sosa

iUniverse, United States, 2007. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A new business faces numerous problems. They include marketing and sales, capital, forming business units, accounting, inflation, interest rate, taxes, and tons of files. In this book, marketing is compared to imaging, consisting of film, aperture, and subject. The film is analogous to the product. A camera s aperture is the organization of the business. The subject represents customers. How a business captures a customer depends on its value and support systems and the apathy of customers. An entrepreneur will have to fund the initial start-up. To this end, the book provides recommendations on how to raise funds. Equally important is to continue working on the idea despite the lack of funds. Each work is an intellectual property and has monetary value. The more intellectual property, the higher will be the valuation of the business during its initial public offering (IPO). Accounting is another area which an entrepreneur must have a working knowledge. It is important not only for taxes but also in monitoring the financial health of the business. Inflation, interest rate, and taxes are variables beyond...



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