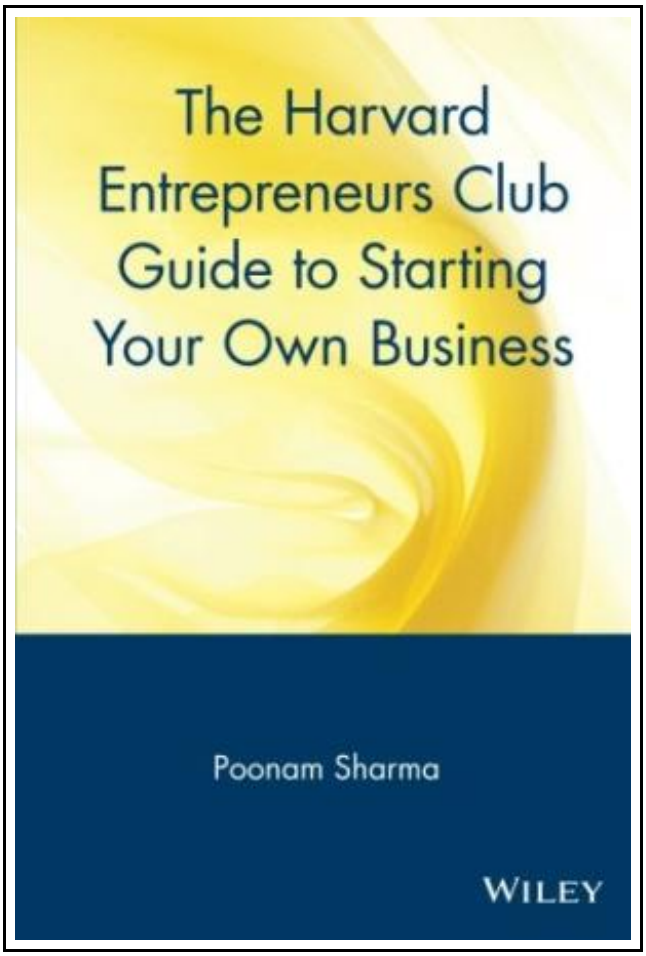
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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Harvard Entrepreneur Club Guide to Starting Your Own Business, Poonam Sharma, Are you a college student or recent graduate with a great idea for a business? You're not alone. All across the country, more and more students are seeking advice on starting their own businesses. The entrepreneurial spirit is thriving at Harvard, where many students, past and present, have become successful business owners--even founders of Fortune 500 companies. Now, some of the bright minds of the Harvard Entrepreneurs Club, a recognized student organization of Harvard College, have compiled their business knowledge and experience into one comprehensive manual to aid students in making their entrepreneurial dreams come true. This professional and practical guide will take you step by step through the process of starting and maintaining a business. Poonam Sharma and fellow members of the Club have tailored this useful resource to the unique issues and obstacles that students will face. You'll receive invaluable advice on formulating a business plan, advertising, legal protection, business ethics, and much more. Even if you have no professional experience, little marketing know-how, or even a small bank account, this book can teach you how to join the ever-growing ranks of students who know firsthand the pleasure--and the profit--that come from being your own boss and bringing your business idea to life.

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