

Which Is Better: One or Two?: For Small Business



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(Rebecca Bechtelar)

WHICH IS BETTER: ONE OR TWO?: FOR SMALL BUSINESS



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Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The small business landscape is being challenged. In fact, it might be in its most challenging age yet. Salary demands are climbing, but quality staff are diminishing. Governmental insurance demands make it more difficult to make a profit. Specialized skills for your specific market niche are becoming harder to find, and when you do find them, employees want way too much money. More and more folks are graduating from schools or colleges. There are less and less jobs. Oh, by the way, did I mention that many of these graduates have over \$100,000 in school debt? Business owners nearing retirement are finding it difficult to find anyone who can afford to buy their businesses. It is not uncommon for a business to have six figures in outstanding credit card debt. The bottom line is that Small Business Owners are just plain old tired. And while no single book is going to address or solve all of these problems, this small book is intended to encourage you to enjoy your business once again. To get you there, to help you enjoy walking in your office again, we are going to take an approach with which you might be familiar. I m sure you ve been to an eye doctor before, but even if not, you ve probably seen how doctors give eye exams. The place the phoropter in front of your eyes and ask, Which is better: One or two? That process is called a refraction. It determines a patient s eye prescription. Every now and then a patient may have 20/20, and if they do, they probably won t have it for long. So, let s take that...



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