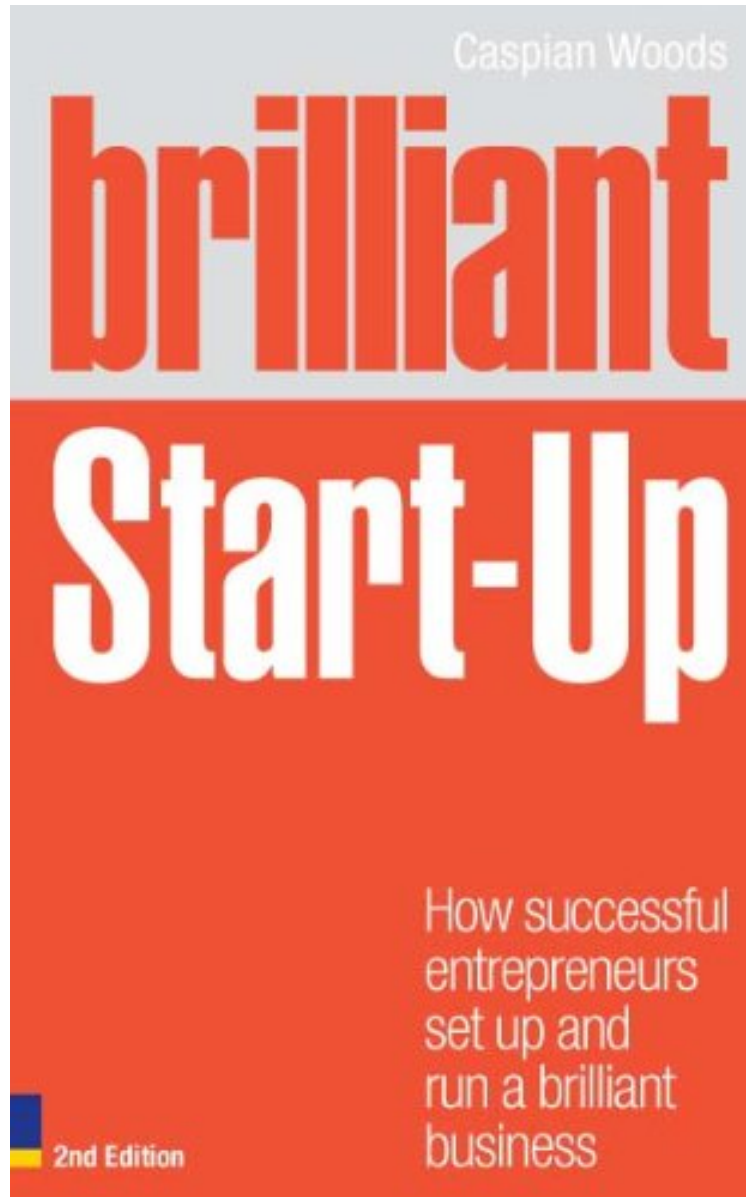


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Brilliant Start-Up: How successful entrepreneurs set up and run a brilliant business

Caspian Woods

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Caspian Woods : Brilliant Start-Up: How successful entrepreneurs set up and run a brilliant business before purchasing it in order to gage whether or not it would be worth my time, and all praised Brilliant Start-Up: How successful entrepreneurs set up and run a brilliant business:

The new edition of this brilliant bestseller gives full support through every step of the way of starting a business, making the whole process easier, so you remain inspired and on the road to success. Author Caspian Woods is a renowned entrepreneur and this book includes his vast experience of starting businesses, coaching new start-ups and interviewing hundreds of successful entrepreneurs from Bob Geldof to Phillip Green. You will learn how to: bull; feel positive, energised and enthused bull; be clear about the start-up process bull; be able to tailor it to suit their individual needs bull; know which parts to focus on for success bull; where to go for further reading/support. This new edition features new material on using social media to reach new markets, improve customer service and recruit staff. It also features new information that accommodates recent changes in the economy.

From the Back Cover **READY TO START YOUR OWN BUSINESS?** Starting a business is one of the most exhilarating, exciting and exhausting experiences you'll ever have. At times it can feel like a daunting prospect but, with the right advice from the start, you can make sure it's the start of a brilliant business. Caspian Woods has a wealth of experience of starting his own businesses and has interviewed hundreds of successful entrepreneurs (including Bob Geldof and Philip Green). Using this knowledge, he gives you all the tools, tips and techniques you will need to take you from a brilliant idea to successful trading. **BRILLIANT OUTCOMES** Feel ready to take on the start-up challenge Know what to focus on for success Gain an go-getting entrepreneurial mindset Superbly well-structured advice. The ideal preparation for the emerging entrepreneur. Mark Strudwick CBE, Chief Executive, The Prince's Scottish Youth Business Trust About the Author Caspian Woods has run businesses since his teens when he set-up the first UK yearbook publishing company and ran an events company. He has won a number of entrepreneurial awards including Young Scot of the Year, Young Achievers of Britain at Buckingham Palace, Shell Livewire, and Ernst and Young Trailblazers. He was also appointed by Prince Charles as an ambassador for his youth business trust.