

The Small Business Start-Up Kit: A Step-by-Step Legal Guide

By Peri H. Pakroo J.D.

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The Small Business Start-Up Kit also includes all the forms and instructions you need .

This edition has been thoroughly updated to include the latest legal information affecting small business. Additionally, it includes 1) an updated chapter on financial management, which includes information on how to use technology to manage bookkeeping and other business aspects, 2) an updated e-business chapter which covers how to use social media to promote the business and, 3) updated material on the latest search engine optimization strategies to drive traffic to the business website.

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Editorial ReviewReview
" Very strongly recommended... simply outstanding business instructional guide... " *The Bookwatch*

" Answers important questions, including whether to incorporate and how to price merchandise. " *Real Simple magazine*

" Covers a wide range of topics, from selecting a marketable name to small business laws, taxes and contracts. " *Miami Herald*About the Author
Peri Pakroo is a business and communications consultant, specializing in legal and start-up issues for businesses and nonprofits. She has started, participated in, and consulted with start-up businesses for 20 years. She owns and runs P-Brain Media (www.pbrainmedia.com), a strategic consulting and communications firm that develops information-rich media for web, print, video and other formats. Peri received her law degree from the University of New Mexico School of Law. She is the author of The Women's Small Business Start-Up Kit, The Small Business Start-Up Kit (national and California editions) and Starting and Building a Nonprofit (all from Nolo), and has been featured in numerous national publications including Entrepreneur, Real Simple, Investors Business Daily, and BusinessWeek. She is active in supporting local, independent businesses and is a co-founder of the Albuquerque Independent Business Alliance. Visit Peri's blog at www.peripakroo.com. Users Review**From reader reviews:**
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