

## Black Enterprise Guide To Building Your Career

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black enterprise guide to starting your own business Sep 14, 2020 Posted By Astrid Lindgren Ltd TEXT ID 052b6708 Online PDF Ebook Epub Library your own business the book outlines the steps needed to reasearch opportunities and make descions this guide takes your step through step to starting maintaining growing

BLACK ENTERPRISE magazine is the premier business news source for African Americans. With thirty years of experience, Black Enterprise continues to chronicle the achievements of African American professionals while providing monthly reports on entrepreneurship, investing, personal finance, business news and trends, and career management. Now, Black Enterprise brings to you the Guide to Starting Your Own Business, the one-stop definitive resource for everything today's entrepreneur needs to know to launch and run a solid business. Former Black Enterprise editor Wendy Beech knows that being a successful business owner takes more than capital and a solid business plan. She offers essential, timely advice on all aspects of entrepreneurship, including defining and protecting a business idea, researching the industry and the competition, confronting legal issues, choosing a good location, financing, and advertising. You'll even learn how to make the most of the Internet by establishing a Web presence. Plus, you'll hear from black entrepreneurs who persevered in the face of seemingly unbeatable odds and have now joined the ranks of incredibly successful black business

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owners. This exceptional reference tool also includes: \* The ten qualities you must possess to be a successful entrepreneur. \* A list of helpful resources at the end of every chapter. If you've ever dreamed about going into business for yourself, if you feel you've hit the glass ceiling in corporate America, if you have the drive and the desire to take control of your destiny, the Black Enterprise Guide to Starting Your Own Business will motivate and inspire you--every step of the way. Special Bonus. To help you stay abreast of the latest entrepreneurial trends, Black Enterprise is pleased to offer: \* A free issue of Black Enterprise magazine. \* A free edition of The Exchange Newsletter for Entrepreneurs. \* A discount coupon for savings off the registration fee at the annual Black Enterprise Entrepreneurs Conference.

"This is a much-needed guide for entrepreneurs to learn how to transform their businesses with technology. This book, quite literally, builds a bridge across the digital divide." -William E. Kennard, former Chairman, Federal Communications Commission Embrace new technology and empower your small business! Black Enterprise Guide to Technology for Entrepreneurs presents step-by-step strategies for effectively and productively integrating new technologies into your business. An expert in information technology and Internet business, Bernadette Williams provides a framework for successfully promoting your products and services on the Internet, with heavy emphasis on developing an integrated strategy that combines both traditional and online methods. She reveals how other African American—owned companies have utilized new technologies to increase profits, reach a global network of customers, and streamline internal operations. You get the tools you need to: Hire and retain information technology personnel and choose technology vendors Target your market and project the right corporate image Incorporate e-commerce into your Web strategy Form powerful alliances and attract an array of customers Prepare for the future by positioning your business for growth Take the next step and incorporate all that the Web and new technology have to offer to small businesses with Black Enterprise Guide to Technology for Entrepreneurs. Special Bonus To keep you abreast of the latest business and money management information, Black Enterprise is pleased to offer: A free issue of Black Enterprise magazine A free Wealth Building Kit (See inside coupons for details.)

BLACK ENTERPRISE is the ultimate source for wealth creation for African American professionals, entrepreneurs and corporate executives. Every month, BLACK ENTERPRISE delivers timely, useful information on careers, small business and personal finance.

From the Nation's #1 Authority On Black Business Black Enterprise Learn how to: Start investing with \$250, \$100, or less Harness the financial markets and meet your goals for the future Invest on the web Find a broker or financial planner to suit your needs Teach your kids about investing Learn how to invest safely and successfully--A powerful resource for novices and experienced investors alike It's time to take control of your financial destiny. Written by Black Enterprise's personal finance columnist, James Anderson, the Black Enterprise Guide to Investing demystifies investing for beginners and provides a gold mine of solid, practical, easy-to-understand information about stocks, bonds, mutual funds, money markets, and other important investment vehicles. With the help of many fascinating and instructive real-life stories of people who learned to make investing

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a part of their long-term financial strategy—as well as helpful hints and insights from African-American investors, brokers, and financial planners—Anderson fills you in on what you need to know about: Getting started with as little as \$100 or less Acceptable and unacceptable investment risks Choosing and working with investment professionals Developing the right investment strategy for your means and goals Online investing and using the Web to find and research opportunities and monitor your investments Special interest investments, including mutual funds run by black-owned firms Special Bonus To keep you abreast of the latest business and money management information, Black Enterprise is pleased to offer: A free issue of Black Enterprise magazine A free Wealth Building Kit A discount coupon for savings off the registration fee at Black Enterprise events (See inside coupons for details.)

This guide is the ultimate tool for African Americans who really want to take charge of their lives. It gives step-by-step instructions on how to join the entrepreneur's winner's circle and has hundreds of resources as well as real-life biographies of some of America's leading African-American entrepreneurs.

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