

How to fight back against the recession – and win . . .

AVOIDING THE PITFALLS OF STARTING YOUR OWN BUSINESS

by Jeffrey P. Davidson

"Jeff Davidson is a dynamo of business book writing"

—*The Washington Post*

"Pertinent insights for those on the entrepreneurial path."

—**Laurie Wagman**, Executive Director,
American Society of Professional & Executive Women

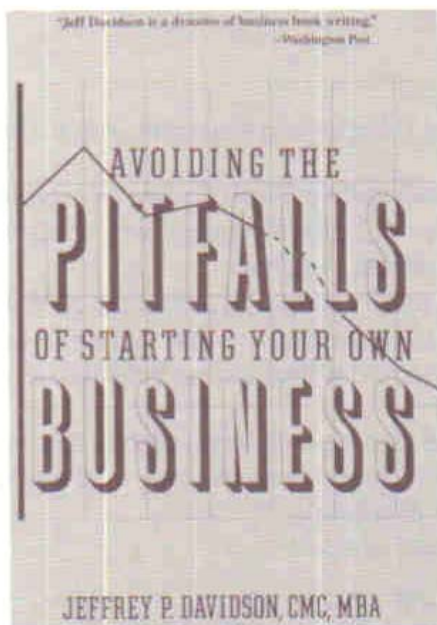
Nine out of ten new businesses don't last long enough to become old ones. Too many new entrepreneurs make highly avoidable errors, going on to lose their life savings, their friends, their marriages and their self-respect.

Certified Management Consultant Jeffrey Davidson offers no-nonsense advice for successfully breaking into today's marketplace, including:

- Why most new businesses fail
- The myths of self-employment
- Confronting endless red tape
- Working with bankers and lawyers
- Writing up the business plan
- Finding the right location

Jeffrey P. Davidson, C.M.C., M.B.A., is an award-winning author of 14 books, including *Power And Protocol for Getting to the Top*. He has appeared on most major business-oriented TV and radio shows and has been featured in the *Washington Post*, *Los Angeles Times* and *Christian Science Monitor*.

- The updated, softcover release of a successful hardcover biz book
- A solid backlist title for all Business and Self-Help sections
- Timely due to today's economic crunch and the hordes of people seeking new careers and extra income



Shapolsky Publishers Business/Self-Help
253 pp., 6 x 9
ISBN 1-56171-011-3 Softcover: \$10.95