



A Piece of the Action: How Women and Minorities Can Launch Their Own Successful Businesses

Suzanne Caplan

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Women and other minority entrepreneurs face special challenges in starting and running their own businesses. Here is a useful guide to the basics of business-start-up, highlighting the specific issues that women and minorities face in dealing with everyone from potential investors to landlords, advisers and customers. Readers learn how to: hire the best professional advisers; identify non-traditional sources of money; develop a relationship with a local banker; get business from government set-aside programmes; choose the right location for their business; build a strong network of business contacts by joining relevant associations and organisations; and deal positively with prejudice and discrimination.

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