



From Scratch and On A Shoestring: How absolutely anyone can build an outstanding practice

Arthur A. Leidecker

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From Scratch and On A Shoestring is an essential tool for entrepreneurs starting their own practice or business. It pushes the new practitioner or business person through the long arduous learning curve; which normally takes about five years to get their practice on its feet.

Years of experience in extremely successful businesses, coupled with worldwide marketing research, bring together the best advice of marketing professionals from around the globe. This is not a book of theories, but a book of practical strategies that you can put to work immediately.

By the time you implement half of the simple strategies presented, you'll be sufficiently busy and find it difficult to find time to complete the remaining plans. The entire premise of the book is to spend as little time as possible to become profitable as rapidly as possible.

Art Leidecker's belief is that it shouldn't take a lot of money to get started if an idea is truly good. This book is so full of good step-by-step strategies, that it carries a generous money-back guarantee. Read it, and if you're not absolutely convinced in two weeks that it will immediately start making you more money than you expected from any book, he'll refund your money.

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