



Homemade Money: Bringing in the Bucks: A Business Management & Marketing Bible for Home-business Owners, Self-employed Individuals & Web Entrepreneurs Working from Home Base

By Barbara Brabec

Rowman & Littlefield. Hardback. Book Condition: new. BRAND NEW, Homemade Money: Bringing in the Bucks: A Business Management & Marketing Bible for Home-business Owners, Self-employed Individuals & Web Entrepreneurs Working from Home Base, Barbara Brabec, Barbara Brabec's best-selling home-business classic, 'Homemade Money' (more than 120,000 copies sold) has now been totally rewritten and expanded into two new guides that reflect the changing face of home-based business in the new century. This is Book Two which is a comprehensive management and marketing guide for individuals currently operating a business from home. Chapters explain how to lower overhead costs, manage time and stress, diversify a business, hire employees, and handle growth. In the book's marketing section, readers learn how to scout for new business both traditionally and on the Web, maximise the power of a limited ad budget, price for profit, play the publicity game, market on the Internet, and sell through their own website. The book includes hundreds of success tips from the author and business pros in her network, with links to related print and online resources.



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