THE SMALL BUSINESS BOOK
SIXTH EDITION

A New Zealand Guide for the 21st Century

Leith Oliver
John English

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The Small Business Book is the bestselling hands-on guide to running your own business in New Zealand. This new edition is up-to-date, easy to understand and simple to use.

- If you are tempted to strike out on your own, this is the book that will help you decide if you’ve got the right stuff.
- If you want to go into business now, this is the book that will help you to get started.
- If you are already in business, this is the book that explains a number of strategies for refining your operation and maximising your profits.

The small business sector is, collectively, the biggest business in New Zealand. New ventures are being launched in greater numbers than ever before, and the prospects for success offer hope and a sense of fulfilment to New Zealanders who want to be self-employed. The Small Business Book has been written to help you get into business, successfully stay in business and make a good living from being in business.

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