



201 Great Ideas for Your Small Business (Bloomberg)

Jane Applegate

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Completely revised and updated edition of this very popular and successful small business book

The first edition of *201 Great Ideas for Your Small Business* was hailed by management guru and author Tom Peters as "Brilliantly researched. Brilliantly written. A gem of priceless value on almost every page. Read. Inhale. Absorb. Great Stuff!"

In this completely updated third edition of *201 Great Ideas for Your Small Business*, renowned small-business expert and consultant Jane Applegate shares new, powerful, creative, simple, and proven approaches for building a better small business.

- Details how business owners can use online marketing and social networking more effectively
- Offers timely strategies for thriving in challenging economic times
- Includes scores of real-life success stories and all-new interviews with small-business owners, experts, and VIP's including Guy Kawasaki, Kay Koplovitz, and Michael Bloomberg

It may be small, but your business is a big deal to you, your customers, and employees. *201 Great Ideas* provides lively, practical strategies to help you manage, grow, and promote your business.

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