

The Wall Street Journal. Complete Small Business Guide Book by Colleen DeBaise is an excellent overview of what it means to start and run a small business. The author provides an excellent mix of lessons and numerous case studies. There's also a special section with worksheets for estimating startup costs. The cash flow chapter may be a bit overly technical for many, who would be better off using the simpler examples available from SCORE.

Overall, a good read for the serious entrepreneur. The book is available at Amazon.com (\$10.20).

-by Glenn Boston, SCORE counselor

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