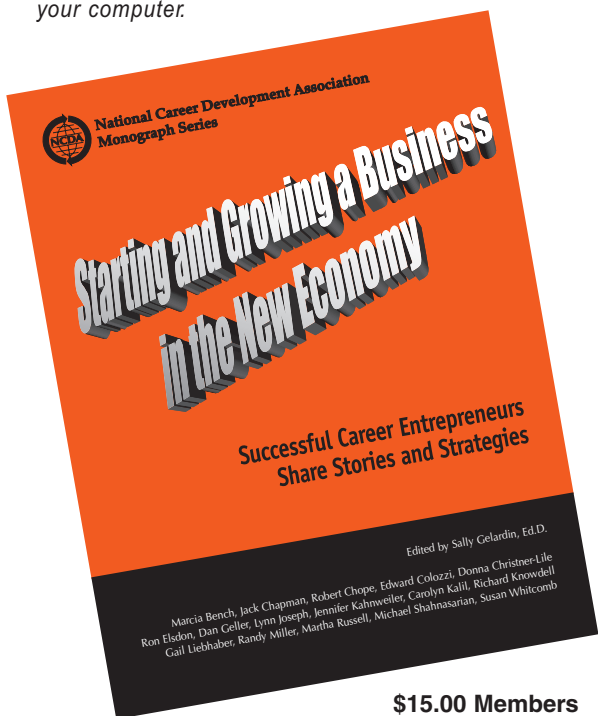


# Considering starting a business? Want tips to grow an existing business?

This book will benefit those with risk-taking and independent behavioral styles. Read the stories and strategies of successful career entrepreneurs who both counsel others and who have grown their own business.

- Learn how to overcome challenges with clients or work associates.
- Discover entrepreneurial mentors and models.
- Access print and online resources for further exploration.
- Perform exercises to apply concepts and models.
- Learn how to organize your entrepreneurial process on your computer.



**\$15.00 Members**  
**\$25.00 Retail**

*I like this book, a lot! More and more workers these days are attracted to the idea of running their own business, but lack lessons in how to do that. Now they can listen in to interviews with people who have gone down the road before them – successful, articulate, smart, reflective people talking about how they started their own business. (I know two-thirds of them personally). Required reading, if you are even thinking about starting your own business.*

**Richard N. Bolles, Author,**  
**2007 *What Color Is Your Parachute?* (9 million copies in print)**

*Starting a business without a strategic plan is like sailing the seas without a map. Sooner or later you will end up on the rocks. The quicker you plan, the sooner you will earn.*

**Dan Geller, Small Business Administration (SBA) Business Counselor,**  
**President of Instant Strategist**



**EDITOR: Sally Gelardin, Ed.D. (International & Multicultural Education), career educator, coach, counselor, and business developer,** has initiated and managed several local and international businesses. She has gathered together a stellar group of successful career entrepreneurs to share their collective wisdom about starting and building a business. She invites you, not only to learn from the wisdom within these pages, but also to assimilate and apply the wisdom within yourself.

**NATIONAL CAREER DEVELOPMENT ASSOCIATION**

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