



The definitive guide to setting up  
and growing a successful business

# Starting & Running a Business

ALL-IN-ONE

FOR

# DUMMIES<sup>®</sup>

## Your Guide To:

- Putting together a business plan
- Financing your venture
- Employing staff
- Bookkeeping and accounting
- Promoting your business  
and much more...

Edited by:

**Dan Matthews**

Co-author of *Starting and Running  
an Online Business For Dummies*



**A Reference for the Rest of Us!<sup>®</sup>**



**UK Edition**



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**Paul Barrow** trained and qualified as a Chartered Accountant with Deloitte & Touche before obtaining his MBA at Bradford University. As a senior consultant with Ernst & Young he was responsible for managing and delivering quality consulting assignments. During the mid-1980s, he was Investment Review Director for a UK venture capital business. In 1998, as Group Finance Director of Adval Group plc, he was part of the team which took their software company on to the Alternative Investment Market. Adval specialises in providing multimedia training - both bespoke and generic. Paul has also been a director of several owner-managed businesses, and has started up and sold other businesses. He currently works with businesses as diverse as software, turkey farming, and food retailing. Paul is a Visiting Fellow at Cranfield University where he

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**Greg Holden** started a small business called Stylus Media, which is a group of editorial, design, and computer professionals who produce both print and electronic publications. The company gets its name from a recording stylus that reads the traces left on a disk by voices or instruments and translates those signals into electronic data that can be amplified and enjoyed by many. He has been self-employed for the past ten years. He is an avid user of eBay, both as a buyer and seller, and he recently started his own blog. One of the ways Greg enjoys communicating is through explaining technical subjects in nontechnical language. The first edition of *Starting an Online Business For Dummies* was the ninth of his more than 30 computer books. He also authored *eBay PowerUser's Bible* for Wiley Publishing. Over the years, Greg has been a contributing editor of *Computer Currents* magazine, where he writes a monthly column. He also contributes to *PC World* and the

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