



The Young Entrepreneur's Guide to Starting and Running a Business (Completely Revised and Updated)

By Steve Mariotti

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It doesn't matter how old you are or where you're from; you can start a profitable business. **The Young Entrepreneur's Guide to Starting and Running a Business** will show you how. This completely updated edition is filled with real, inspirational stories of young people finding success in the business world -- from superstars like Microsoft's Bill Gates and Motown Records founder Berry Gordy to young people who are just starting out. More important, though, it provides a practical, step-by-step pathway, including everything you need to know to start your own business, from creating financial statements to developing marketing techniques.

You'll also discover the tremendous entrepreneurial opportunities that are now readily available through the Internet. This book will show you how to:

- Prepare a winning business plan
- Register your business legally and easily
- Understand finance and keep smart records
- Conduct market research that really works
- Use the Internet to reach customers around the world
- Build a socially conscious company that gives back to the community

Plus, you'll find dozens of ideas for businesses you can start today! Owning your own business can positively change your life forever. With **The Young Entrepreneur's Guide to Starting and Running a Business**, nothing can stop you from getting started now.

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Editorial Review

Amazon.com Review

Steve Mariotti, a former New York City high-school teacher, founded the nonprofit National Foundation for Teaching Entrepreneurship after he discovered that students who launched commercial ventures tended to eventually blossom in numerous areas. In this updated edition of *The Young Entrepreneur's Guide to Starting and Running a Business*, he lays out the critically relevant basics on everything from recognizing opportunities and researching markets to handling finances and protecting ideas--all organized and written specifically for the younger reader. Brief case studies and inspiring tales of notables who started young, including Russell Simmons of Def Jam, Tom Monaghan of Domino's Pizza, and Steve Perlman of WebTV, offer encouragement. New chapters on technology (explaining, for instance, ways that computers and the Net provide competitive advantages) and philanthropy ("ethical business behavior is not only morally right, it's good for business") bring Mariotti's advice into the 21st century. No single volume can provide all the details necessary to get an idea up and running, but this one contains enough information and stimulation to move practically anyone off the couch and into the beginning stages of entrepreneurship. --Howard Rothman

From Library Journal

Becoming an entrepreneur offers individuals the potential for financial success and independence. Two new guides explore effective strategies for starting and operating a small business. Mariotti, who founded the National Foundation for Teaching Entrepreneurship (NFTE) and provides entrepreneurial training for inner-city youth, has written his book "for any young person who wants to start a business no matter what his or her ethnic background may be." Mariotti discusses the characteristics of the entrepreneur, selecting the business, financing, maintaining financial records, market research, advertising, and writing a business plan. Throughout, he provides numerous case studies of success stories. Moreover, Mariotti's own story of how he began to teach entrepreneurship makes fascinating reading. The lists of resources and sample forms are especially helpful. Although the work is written for young adults, readers in other age groups should benefit from it. Sullivan, the head of a consulting firm for entrepreneurs and small business owners, offers practical advice for starting a small business. He describes selecting a business, partnerships, financing, marketing, insurance, hiring employees, and using new technologies. He presents lists of sources, including information available on the Internet, and writes clearly and concisely, offering new entrepreneurs a starting point to owning and operating a business. Like Mariotti, he offers new perspectives on entrepreneurship. Mariotti's book is highly recommended for secondary school, college, and public libraries. Sullivan's book is most appropriate for public libraries.

Lucy T. Heckman, *St. John's Univ. Lib., Jamaica, N.Y.*

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From [Booklist](#)

From the first page, Mariotti's enthusiasm for his topic and his impressive body of knowledge will inspire students (and teachers). His prologue (both detailed and comical), which traces what led up to the founding of the respected National Foundation for Teaching Entrepreneurship, is clearly directed to adults who teach entrepreneurship. After explaining the inspiration for his work, he dives in to present a powerful text supported by famous examples (Barry Gordy, Spike Lee), case studies, and personal testimonials from NFTE members. At nearly four hundred pages, the nicely formatted book is packed with so much information that it will likely be used as a reference: readers can consult it repeatedly for advice on everything from starting a business and understanding taxes and investments to using print resources and technology. New vocabulary is highlighted throughout the text. An outstanding resource.. *Roger Leslie*

Users Review

From reader reviews:

Michael Johnson:

The book *The Young Entrepreneur's Guide to Starting and Running a Business (Completely Revised and Updated)* can give more knowledge and information about everything you want. Exactly why must we leave the good thing like a book *The Young Entrepreneur's Guide to Starting and Running a Business (Completely Revised and Updated)*? Some of you have a different opinion about book. But one aim in which book can give many information for us. It is absolutely suitable. Right now, try to closer with the book. Knowledge or details that you take for that, you are able to give for each other; you are able to share all of these. Book *The Young Entrepreneur's Guide to Starting and Running a Business (Completely Revised and Updated)* has simple shape nevertheless, you know: it has great and big function for you. You can appear the enormous world by start and read a book. So it is very wonderful.

Michael Mitchell:

Spent a free time to be fun activity to accomplish! A lot of people spent their free time with their family, or their particular friends. Usually they undertaking activity like watching television, likely to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you want to something different to fill your free time/ holiday? Might be reading a book could be option to fill your free of charge time/ holiday. The first thing that you will ask may be what kinds of book that you should read. If you want to try out look for book, may be the e-book untitled *The Young Entrepreneur's Guide to Starting and Running a Business (Completely Revised and Updated)* can be excellent book to read. May be it is usually best activity to you.

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Are you kind of active person, only have 10 or 15 minute in your moment to upgrading your mind proficiency or thinking skill also analytical thinking? Then you are receiving problem with the book as compared to can satisfy your limited time to read it because all this time you only find guide that need more time to be read. *The Young Entrepreneur's Guide to Starting and Running a Business (Completely Revised and Updated)* can be your answer given it can be read by anyone who have those short free time problems.

William Levitt:

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