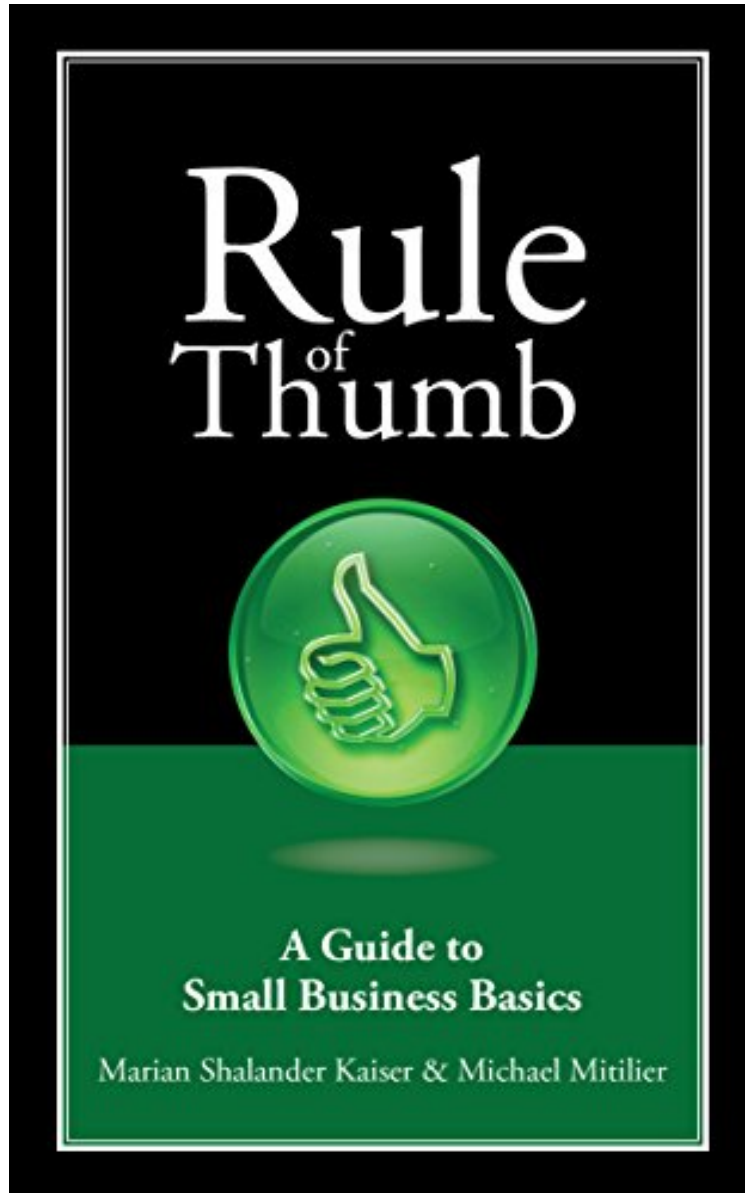


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## Rule of Thumb: A Guide to Small Business Basics

*Marian Shalander Kaiser, Michael Mitilier*  
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**Marian Shalander Kaiser, Michael Mitilier : Rule of Thumb: A Guide to Small Business Basics** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rule of Thumb: A Guide to Small Business Basics:

0 of 0 people found the following review helpful. Outstanding Resource Guide for New and Veteran Entrepreneurs!By CustomerMarian Shalander Kaiser and Michael Mitilier have struck gold in this information-filled Rule of Thumb

Guide. The authors provide easy-to-understand business basics to help aspiring entrepreneurs take the necessary steps to start a business on a solid and proven foundation. In each chapter, the steps to take for a successful business start-up are in sequential order and can easily become a check-off list for your daily to-do tasks. If I would have had this book when I started my business, I would not have been clueless and frustrated! Each chapter provides the next tier of experience-based advice that will guide you from the visioning phase to the business operating phase. This desktop reference book contains everything you need to know from legal requirements to marketing skills. You'll want to read this book daily during your start-up phase and then use it as a tutorial to remind you of the critical tasks needed to maintain your business. Marian and Michael have broken down the "how-to" barriers for anyone that has been dreaming of starting their own business. Buy several copies of this book and give them to others that need direction and guidance in getting started the right way!

Rule of Thumb: A Small Business Guide to Basics is an introductory guide for first-time entrepreneurs and small business owners seeking to gain a basic understanding of what it takes to operate a small business. A business owner needs to be aware of legal requirements, financial resources, record-keeping requirements, marketing basics and strategies, communication skills, human resource laws, as well as issues that may arise on a day-to-day basis. Knowing and following the laws will keep you out of legal trouble. Knowing and applying the skills needed to run your business on a day-to-day basis will increase the odds of your success. Rule of Thumb: A Small Business Guide to Basics will assist you in gaining a basic understanding of what it takes to operate a small business successfully.

About the Author Marian Shalander Kaiser is an author, the owner of WriteWorks, Inc., and an adjunct professor at the University of Nebraska at Omaha (UNO), teaching Managerial Communications. Her professional experience includes serving as a Corporate and Foundation Manager for the Omaha Performing Arts Society, teaching high school and college English and Oral Communications, serving as Executive Director of the Bluffs Arts Council, and filling the position of Associate Director of the National Conference for Community and Justice (NCCJ) Midlands Region. Marian is a graduate of the University of Nebraska at Lincoln, earning a B.S. in English and Education. She earned a Master of Arts degree in English from UNO, a certificate in nonprofit management from UNO, and a certificate in arts administration and management from the University of Massachusetts at Amherst. Kaiser is also a bilingual speaker of Czech and English.