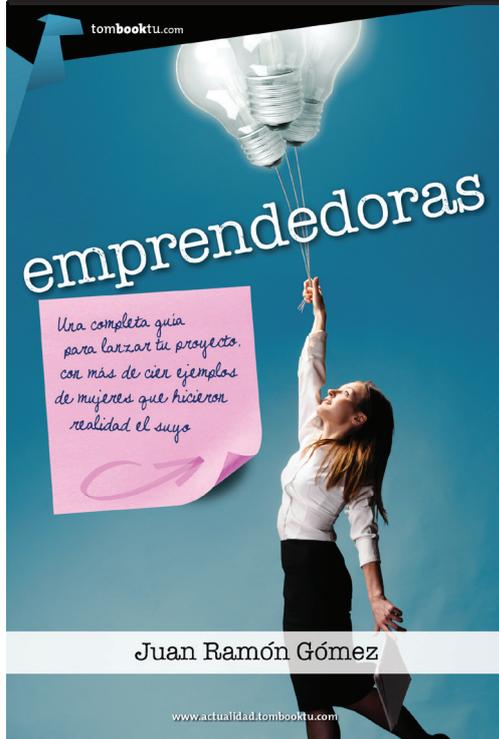


WOMEN ENTREPRENEURS



Juan Ramón Gómez



A complete step by step guide based on the expert advice and the experience of unique entrepreneurs in all sectors of economy. From the "business plan" and how to find a business angel and obtain grants, to the development of the financial plan and networking skills.

Synopsis

Kike Sarasola once said: "If you want something and you can not find it on the market, maybe it is you who has to put it there". This idea inspires this comprehensive guide for entrepreneurs, in which many experienced women and some men will tell the reader the obstacles they had to overcome, the mistakes they made, how to differentiate from the competition, and the support they have found in their significant and other relatives to implement their projects. In short, a compilation of true stories that gives us a mosaic of experiences.

This book is a guide that aims to help all those who have decided to start a business. Its structure shows us all the steps we will have to take to start a business in any economical sector in Spain. This guide is not only a theoretical work, it includes multiple real cases to illustrate the theory.

Biography

Juan Ramón Gómez (Cádiz, 1973) has a degree in Information Sciences from the Universidad Complutense Madrid. His spirit of inquiry has led him to actively participate in several media; he has written features for different mass media such as La Razón, Cinco Días, Yo Dona, or the magazine Tribuna de Actualidad. He has contributed to several television channels, in which he has been doing editorial and research work. He is the author of the essay *Brief History of Christopher Columbus*.



Sales pitch

- This is the first comprehensive guide for female entrepreneurs. It shows us all the steps required to start a business.

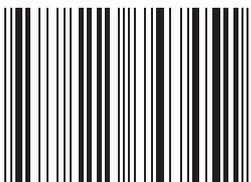
- It includes over a hundred real cases of many entrepreneurs who have succeeded in their business and includes practical examples of the different stages of the process of starting a business that are explained in the book.

- It is a book that provides really useful guidelines that will help the reader to develop a market study, a business plan... It uses a clear language that will be understood by all readers. It also includes opinions of qualified experts.

- In the current economic situation, many entrepreneurs who want to start a business do not know which steps they have to take nor what institutions they have to address. This book becomes the perfect guide, the handbook to follow if you want to start and maintain a successful business.

- The book contains a business dictionary that explains many Anglophone terms.

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