

This is the
century
for small
business...

RICHARD
HOOKER

STEVE
MONAS

SHOESTRING VENTURE

THE STARTUP BIBLE

You have the tools to build a powerful start-up organization, from financing to product development to marketing, without ever really having to walk out your front door. Using global communications and data networks, you can staff an entire organization with every human resource and skill you need at rock-bottom prices.

You are, in short, running a *virtual organization* using only a desktop or laptop computer.

It's the magic of outsourcing. It means that *you* can be a pretty formidable player in the business world. Why? Because it permits you to focus your energies on what brings real value to your business – what you do best.

That's what this book is all about. *Shoestring Venture* give you the tools you need to start your new venture or take your current business several levels higher by exploiting the resources our interconnected world offers you:

Starting your business

Finding investors

Managing finances & taxes

Getting the right hardware

Software on a budget

Outsourcing back office

Total product development

Outsourcing IT

Making your Web site work

Marketing & promotions



Steve Monas is currently living in San Diego, California, where he enjoys an active lifestyle and is working on various Web projects.



Richard Hooker heads up a Los Angeles marketing and advertising agency that specializes in start-ups and turnarounds.

SHOESTRING VENTURE



TURBOCHARGE YOUR BUSINESS
THROUGH OUTSOURCING

RICHARD HOOKER STEVE MONAS