# SHOESTRING VENTURE
## THE STARTUP BIBLE

### RICHARD HOOKER   STEVE MONAS

## This is the century for small business . . .

All entrepreneurs — even the smallest operating on the tightest of budgets — have the opportunity to build powerful start-up organizations without ever really having to walk out the front door. Using global communications and data networks, even bootstrap entrepreneurs can staff an entire organization with every human resource and skill they need at rock-bottom prices.

It's the magic of outsourcing. For, you see, globalization ain't just for the big kids. We often hear about how globalization exports jobs overseas, but we rarely hear about the opportunities globalization creates for even the smallest of businesses, opportunities that allow even tiny businesses to compete with the majors on a global scale. In short, anyone can run a virtual organization using only a desktop or laptop computer.
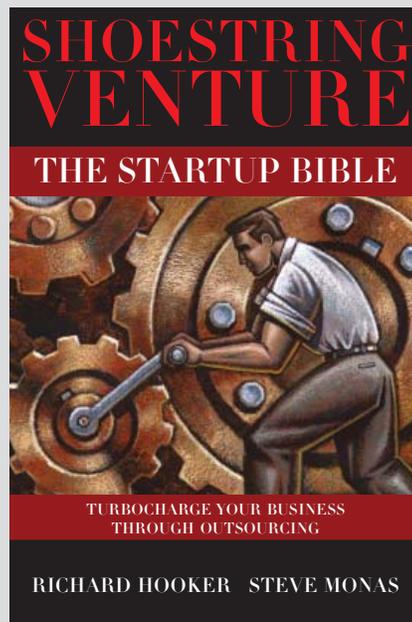
Shoestring Venture: The Startup Bible gives bootstrap entrepreneurs all the resources they need to build truly effective startups using the magic of outsourcing and offshoring.



**SHOESTRING VENTURE**
**THE STARTUP BIBLE**

TURBOCHARGE YOUR BUSINESS
THROUGH OUTSOURCING

RICHARD HOOKER   STEVE MONAS

## A consultant in a book . . .

For the millions who start a new business every year on the barest of resources, Shoestring Venture: The Startup Bible is like hiring a high-level consultant to deal with the bewildering maze of issues from finance to marketing to technology that all entrepreneurs face.

Every business is nothing but a series of decisions which can make or break the business. You could say that, if there's a science of business, it's the science of making good decisions. And every bootstrap entrepreneur faces the daunting task of making ALL the business decisions, any one of which could either doom the enterprise or catapult it to stratospheric success. That meas that every entrepreneur has to quickly get up to speed on every issue their business faces.

Shoestring Venture: The Startup Bible is the most exhaustive set of *practical* resources collected to empower entrepreneurs to make the right decisions on a limited budget, from business concept to product development to Web marketing. We call a "consultant in a book," there to give considered and experienced answers to the infinite questions that come up.

**www.shoestringventure.com**