



Surviving a Downturn: Building a Successful Business...Without Breaking the Bank (Business on a Shoestring)

Jeremy Kourdi

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The *...on a Shoestring* series helps **small business owners** grow their business imaginatively, effectively and without spending a fortune. Aimed at entrepreneurs with plenty of vision and commitment but not a lot of cash, each book is packed with ideas that really work, real-life examples, step-by-step advice and sources of further information.

All businesses go through difficult times, but **how you, as the owner, face and tackle these challenges can make the difference between survival and going to the wall.** Realistic but inspiring, this revised edition covers:

- Realising there's a problem
- Focusing on what you do best: your core business
- Spending sensibly
- Being paid on time
- Cutting down on inefficiency
- Steadying the ship: maintaining staff morale
- Working at external relationships (the bank, customers, suppliers)
- Working out survival tactics (and ways to stick to them)
- Keeping up the good work... and not letting things slip

'a great little package' *The Bookseller*

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