



## 48-Hour Start-Up: From Idea to Launch in 1 Weekend

By Fraser Doherty

HarperCollins Publishers, United Kingdom, 2016. Paperback. Book Condition: New. 216 x 135 mm. Language: English . Brand New Book. Fraser Doherty s 48-Hour-Start-Up is a handy and essential cheat sheet to starting your own business giving the key steps for developing an idea and getting it to market quickly. Almost everyone dreams of starting their own business but very few do. But what if it only had to be a decision of a weekend and it didn t cost a fortune? In the 48- Hour-Start-up, Fraser Doherty uses his experience building a multi - million dollar company to attempt an experiment; starting with a blank piece of paper, he sets out to start a profitable new business over a weekend, without relying on any technical ability whatsoever. He succeeds and you can, too. By following his journey, in which Fraser shares all of his lessons and mistakes, he will explain all of the shortcuts and online tools that make it possible to: \* Come up with a business idea without the guesswork \* Create a kick-ass brand, website and on-line marketing campaign \* Promote your product The 48-Hour-Start Up pioneers the idea of a microbusiness, a creative outlet, income stream...

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