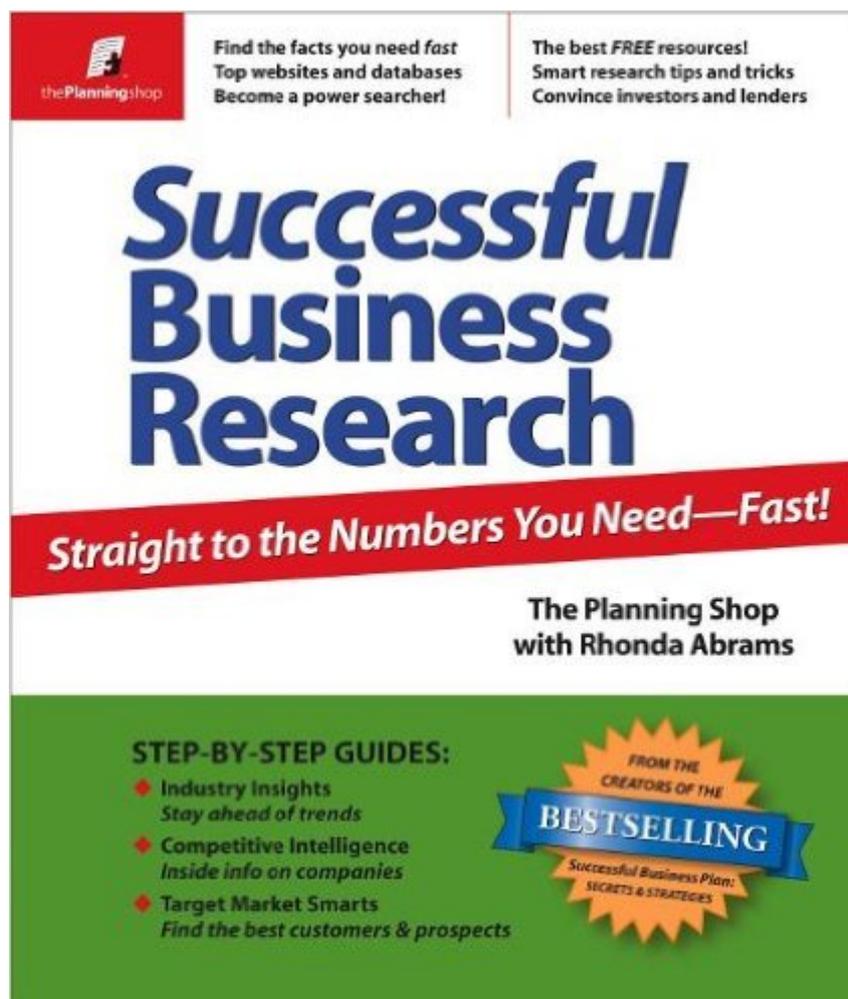


The book was found

Successful Business Research: Straight To The Numbers You Need – Fast!



Synopsis

Whether you're seeking outside financing for your business or not, you need well-researched, verifiable numbers to support your business plan. But the process of finding that data has been painful and expensive—until now. This one-of-a-kind product will take you step by step through the process of gathering critical, totally customized information and data about your business's industry, target market, and competition. Harnessing the often difficult-to-master power of the nation's leading public and private data sources, this book not only takes you to the information, but shows you how to filter it, interpret it, and use it to your business's advantage. From the Publisher: Whether you need convincing data for a business plan, to raise money for your business, or for a report, you need it in a hurry. Successful Business Research shows you how to get the right info, right now. From stats on industries to the inside scoop on companies to detailed numbers on target markets, you'll find the info you need—fast! Key features include:

- How to find key data about your industry, market, and competition
- Up-to-date hot lists of the leading research sources
- Shows you in a "cookbook" fashion how to grab the data you need quickly and interpret it
- Dramatically reduces the time spent on research and improves the quality of results
- Can save you hundreds, even thousands, of dollars in research expenses

Book Information

Paperback: 292 pages

Publisher: Planning Shop; Book edition (November 1, 2006)

Language: English

ISBN-10: 0974080136

ISBN-13: 978-0974080130

Product Dimensions: 8.4 x 0.8 x 9.8 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #116,876 in Books (See Top 100 in Books) #28 in [Books > Business & Money > Processes & Infrastructure > Research & Development](#) #694 in [Books > Business & Money > Education & Reference](#) #1007 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#)

Customer Reviews

I really liked this book a lot. I think there has been a real need for something like this publication for

some time now. When I have SCORE clients ask me about what is involved in creating a great business plan for their idea, then this book will be one of the ones I will recommend they read to help. I highly recommend it. It is well organized and well written. And it includes quite a number of computer screen captures to make it easy to follow. While I couldn't use it to specifically help me use the online research databases my public library subscribes to, I certainly could use it to get a feel for using online research databases and the kind of information to look for at my public library. Keep in mind that Web sites, library subscriptions, and URLs are all subject to change over time. But the process of doing business research remains constant. And you will see and learn about the process by reading this book. This book is comprised of the following four sections: 1. Research essentials 2. The research process 3. Major resources 4. Straight to the numbers My favorite was Part II (The research process), but Part III had a goldmine of resources cited. My hunch is that the URLs in the third part will get dated eventually. But as of right now they are all still hot. And I thought chapters 15 (Researching an industry), 16 (Researching a company), and 17 (Researching a target market) were wonderful. The meat of doing research for a business plan has to do with learning about the industry, market, and the main competitors in that business' market. 5 stars!

To put it simply, if you are a small business owner, or interested in starting up a business....BUY THIS BOOK! My close friend had just cut a check for \$7,500 dollars for a feasibility report for a retail store he was looking to start up. After reading this book, I could have done that report with double the information that he received, for a fraction of the cost. This book will save you money! This is more than a book, it is a priceless resource filled with references and places to go to get the information you need. I have used this book, and have found it very helpful to complete the following tasks: ~ Business plan writing ~ Demographic studies ~ Marketing planning, and finding the right areas to implement marketing campaigns. My copy is highlighted and tabbed to the max. I find myself reaching for it numerous times in the year. I have not found a better resource like this of its kind.

Best thing I learned from this book is what a great resource a public library card can be. You can get a card, then have access to many of the free databases from home, through the website of your library. The book itself give you many of the databases and websites, not as many websites as I would have liked, but still good. If there is any fault, it would be that they delve into the navigation of the databases more than needed. Overall, a great resource for the price.

I think it is helpful although some information is slightly outdated. I think this is the best reference for business research that sets me into perspective without wasting a pernicious amount of time on research!!!

[Download to continue reading...](#)

Successful Business Research: Straight to the Numbers You Need - Fast! BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Pre-Geometry (Straight Forward Math Series, Book 2) (Advanced Straight Forward Math Series) Photography Business: 20 Things You Need to Know Before Starting a Successful Photography Business Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Numbers in the Bible : God's Unique Design in Biblical Numbers Pilgrim Tips & Packing List Camino de Santiago: What you need to know beforehand, what you need to take, and what you can leave at home. 15 Secrets Successful People Know About Time Management: The Productivity Habits of 7 Billionaires, 13 Olympic Athletes, 29 Straight-A Students, and 239 Entrepreneurs What Got You Here Won't Get You There: How Successful People Become Even More Successful! Essentials of Business Research: A Guide to Doing Your Research Project Financial Intelligence for Entrepreneurs: What You Really Need to Know About the Numbers Fast Track Photographer, Revised and Expanded Edition: Leverage Your Unique Strengths for a More Successful Photography Business The Fast Track Photographer Business Plan: Build a Successful Photography Venture from the Ground Up Super Secrets of Successful Executive Job Search: Everything you need to know to find and secure the executive position you deserve How to Open & Operate a Financially Successful Herb and Herbal Plant Business (How to Open and Operate a Financially Successful...) PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) eBay: The Ultimate Step-By-Step Beginners Guide to Sell on eBay and Build a Successful Business Empire From Scratch (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Online Business) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Everything You Need to Know About Snakes (Everything You Need Know)

[Dmca](#)