



Go It Alone!: The Secret to Building a Successful Business on Your Own

Bruce Judson

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There is an epidemic of unhappiness in the American workplace. A full 70 percent of workers in the United States report that they are disengaged from their jobs. When asked, "Do you have the opportunity to do what you do best every day?" only 20 percent of nearly 2 million employees said yes. It is no wonder that 56 percent of all Americans dream of starting their own business. So why don't they do so? Because starting one's own business is seen as difficult, expensive, and risky.

In this extraordinary book, successful *Go It Alone!* entrepreneur Bruce Judson explains that the conventional wisdom about starting your own business is stunningly wrong. Using the leverage of technology -- e-mail, the World Wide Web, and the remarkable array of off-the-shelf business services now available -- it is dramatically easier to start your own business. Magnified by these new services, it is also possible to create, for the first time, a highly focused business.

Bruce Judson shows you the practical steps that will allow nearly any individual to create a business, often using job skills that seem to require an entire corporation for support. It is no longer necessary to spend time on the tasks that don't add value. It is now possible to stay small but reap big profits. Go-it-alone businesses allow the individual the freedom to concentrate on their greatest skills. After reading this book, your motto will be "Do What You Do Best, Let Others Do the Rest."

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