



Small Business Survival Book: 12 Surefire Ways for Your Business to Survive and Thrive

Barbara Weltman, Jerry Silberman

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Owning a small business can be a fulfilling and financially rewarding experience, but to be successful, you must know what to do before starting a business; what to do while the business is up and running; and, most importantly, what to do when the business runs into trouble.

With a combined fifty years of small business experience between them, authors Barbara Weltman and Jerry Silberman know what it takes to make it in this competitive environment, and in *Small Business Survival Book*, they show you how. In a clear and concise voice, Weltman and Silberman reveal twelve surefire ways to help your small business survive and thrive in today's market. With this book as your guide, you'll discover how to:

- * Delegate effectively
- * Monitor cash flow
- * Extend credit and stay on top of collections
- * Build and maintain credit and restructure your debt
- * Meet your tax obligations
- * Grow your business with successful marketing strategies
- * Use legal protections
- * Plan for catastrophe and disaster recovery

Whether you're considering starting a new business or looking to improve your current venture, *Small Business Survival Book* has what you need to succeed.

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