



19 Ways to Survive in a Tough Economy: Small Business Strategies for a Tough Economy (101 for Small Business Series)

Lynn Spry, Phillip Spry

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Strong economies come and go. Your business shouldn't have to! You may have heard the statistic that nine of ten small businesses fail in the first five years of operation. Did you know that for those that make it to year six, an additional 90 percent will fail over the next five years? This means approximately 99 percent of small businesses won't survive their first decade in operation.

19 Ways to Survive coaches small-business owners how not to fall victim to these statistics. The book presents practical solutions in easy-to-understand language.

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