

BoomerPreneurs: How Baby Boomers Can Start Their Own Business, Make Money and Enjoy Life

Mary Beth Izard, M. B. Izard

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Ideal for retirees, soon-to-be retirees, displaced workers, the unretired and those who always dreamed of owning their own business, BoomerPreneurs, How Baby Boomers Can Start Their Own Business, Make Money and Enjoy Life, is reader-friendly guide for Baby Boomers who are looking for life on their own terms after years in corporate America. BoomerPreneurs follows a four-step process to identify a business that fits their needs and those of the marketplace and start their businesses: Step 1 What Should Baby Boomers Consider Before Starting a Business? Step 2 Recognize the Opportunity That's Right for You and the Marketplace Step 3 Refine Your Idea and Do Your Research Step 4 Determine Business Viability and Get Started



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