

# [PDF] Small Business Start-Up Kit For California

**Peri H. Pakroo J.D. - pdf download free book**

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**Books Details:**

Title: Small Business Start-Up Kit f  
Author: Peri H. Pakroo J.D.  
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## **Description:**

**Review** An excellent resource for beginners... written specifically for entrepreneurs who want to start their own business in California. (*StartupJournal.com* 20090101)

The perfect one-stop publication for any group or individual that wants to start a business. (*Los Angeles Chamber of Commerce* 20090101)

Excellent advice... for would-be small-business owners, and heeding it can help you avoid many early mistakes. (*Los Angeles Times* 20090101)

Provides step-by-step instructions for setting up a small business in California and guiding it safely through its first year and beyond. (*Reference & Research Book News* 20090101)

The Small Business Start-Up Kit for California puts all the California-specific information you need to begin your business -- right at you fingertips. (*San Francisco Chamber of Commerce* 20090101)

A good-to-have, step-by-step guide to starting a business in California: Forms, licenses, business plan, taxes and more. (*San Francisco Examiner* 20090101)

### **From the Publisher Updates**

Here are summaries of important legal or procedural changes that affect the latest edition of this product. If you want to check on the accuracy of any other information in the book, please follow the legal research instructions in the book or in Nolo's research manual, *Legal Research: How to Find and Understand the Law*.

### **What's New in the 7th Edition of Small Business Start-Up Kit for CA**

#### **Overview of What's New**

The new edition is revised and updated to include the latest business, legal, and financial information, including:

A new chapter focusing on marketing and promoting your business inexpensively.

A new section that explains the basics of search engines in electronic commerce. This section helps readers decide whether search engine optimization is important for their business and offers sensible strategies for improving search engine results.

New material about hiring and managing employees, including discussing the importance of carefully defining positions and writing job descriptions before beginning the hiring process, and establishing periodic and regular review processes.

#### **Chapters Most Affected**

Chapter 12 is an entirely new chapter on marketing, which includes discussions about defining a businesses market, conducting market research, and cost-effective marketing tools, such as networking and community relations.

Chapter 13 discusses how to drive more traffic to a businesses website by using search engine optimization (often called SEO), inbound links, keywords, and other methods.

Chapter 15 includes a new section about hiring and managing staff, including discussions about the importance of creating job descriptions, job reviews, and employee handbooks.

Appendix A (a comprehensive list of resources and contact information for government and small business agencies) has been thoroughly updated.

**Forms That Have Changed** The following forms are updated:

IRS Form SS-4

IRS Instructions for Form SS-4  
IRS Form 8716  
IRS Form SS-8  
IRS Form 8832

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