

## **A Review of Bringing Home the Business, The 30 Truths Every Home Business Owner Must Know by Kim T. Gordon**

This book presents 30 truths that home business owners absolutely must have. These truths allow you as a home business owner to level the playing field with your competition and present yourself as a knowledgeable professional.

You can, for example, make your time and money go further by using the target your market truth. Another must for many home based businesses is the topic of marketing your website. The principles presented are universal and applicable to web entrepreneurs, as well as web novices.

Covering topics from targeting your market to balancing your work and family, this book is filled with money saving and income generating ideas used by home business owners in a variety of ventures. These field tested concepts can easily be tailored to your individual business needs.

**Bringing Home the Business** is a very quick read with easily understood concepts. All of the ideas are readily tailored to any type of home business. This book is a must have in your home business library as well as a must read for anyone serious about a home based business.

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