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**ENTREPRENEURSHIP AND SMALL  
BUSINESS MANAGEMENT COLLECTION**

Scott Shane, *Editor*

# Growing Your Business

**Sanjyot P. Dunung**

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Sanjyot P. Dunung



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*To Shanth, Yash, and Anand:*

*Find your own special star and reach for it.  
Follow your hearts and true passions.*

*To my fellow entrepreneurs:*

*“Do not go where the path may lead, go instead where  
there is no path and leave a trail.”*

*—Ralph Waldo Emerson*

## Abstract

In the hard-fought business world, only one new business in 20 lives to see its fifth anniversary. Typical management books do not address the unique nuances of early-stage companies. Most entrepreneurial books often profile successful entrepreneurs or companies who are better known, which usually includes only the small percentage that achieve stratospheric success. *Growing Your Own Business* shares the secrets of long-term survival and success, detailing practical guidelines, and relevant “tales from the trenches” to help entrepreneurs tackle common concerns and obstacles. A welcome combination of first-person how-to advice and peer mentoring support, this comprehensive, essential resource book provides sound, battle-proven advice for developing effective sales and marketing strategies, managing employees, and navigating business cycles. *Growing Your Own Business* continues after the first book, *Starting Your Own Business*. This resource is designed to work as independent resource or integrate into business curriculums.

## Keywords

Entrepreneurship, guerilla marketing, small business, managing a business, governance, small business cycles



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