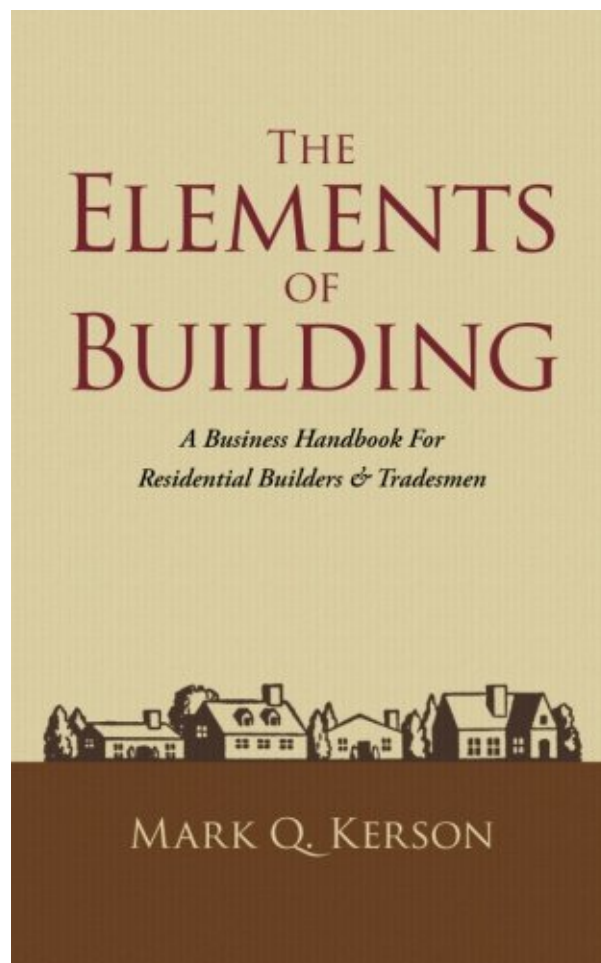


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*A Business Handbook For  
Residential Builders & Tradesmen*



MARK Q. KERSON

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Did you know that next to restaurants, contractors fail more than any other business? If this statistic took into account those of us who slip in and out of business without leaving a ripple, contracting would beat the tar out of restaurants. In residential construction trade and business skills are inseparable, although too many of us don't learn this until we fail at business a few times. Most schools, inexplicable, leave business skills to be learned at some future, unspecified time. Most companies with training programs only need trade skills, so they don't teach business skills. Many individuals think their trade skills are the business; they could not be more wrong. Whether we like it or not business skills are as important as trade skills when starting out, and if the business is to grow and succeed, business skills quickly become more important. After 40 years as a carpenter/builder, I wrote The Elements of Building because it is what I needed but could not find. It covers the broad range of business skills required for a tradesmen to transition to business owner.

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