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Get started

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● **How to**

All great businesses start in the same place: with an idea. In this section, read the profiles of 15 young companies that have made the transition from scribbles on pieces of paper to thriving enterprises – and you might even pick up a few tips along the way.

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● **50 steps to success**

An illustrated journey from inspiration to that eventual vacation (once you’ve done all the hard work in between, of course) for would-be business founders. Find out how to set up your company, surround yourself with the right people and make sure everyone knows how well you’re doing.

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● **Training grounds**

Take a trip around the globe to visit some inspiring centres of learning that prove that qualifications are what you make of them. The end result could be art, craft or even gelato – and a healthy profit margin, all being well.

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● **Master and apprentice**

Learning on the job provides essential hands-on skills and is a way to pick up decades of accumulated knowledge. Here are some of the world’s most coveted apprentice spots, ranging from fine porcelain production in Denmark to tailoring the perfect Italian suit.

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● **Essay: Use your hands**

The craft movement – rolling up your sleeves, getting out there and making things – is helping to reinvigorate economies. Aisha Speirs explains why handmade products combined with new business models are the way to go.

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● **Choose your set-up**

Having a grand plan doesn’t necessarily mean striking out on your own: identifying and making use of resources that are already available is a shrewd move. Read the stories of family businesses such as German white-goods giant Miele and

innovative co-op schemes such as Semley Village Stores in the UK – you’ll see that sometimes the assistance you need is right on your doorstep.

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Every business needs an inspiring face to show the world. Branding and packaging is a delicate art and there is no country more adept at creating crisp, bold and thoughtful ideas than Japan. This section shows off a few of those wonderful concepts in action.

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● **Photo album: Global logos**

The logo you settle on for your business should be simple, memorable and, most of all, likeable. So, cameras at the ready – here are a few that have caught the eye, from Amsterdam to Zürich.

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There are certain basic elements that you’ll have thought of already when it comes to building your empire. But how about things like going for a run and coming back for lunch with your team – all with the office dog watching on?

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MBAs and management manuals have their place but have you considered following the advice of Socrates and Albert Camus instead? Sophie Grove makes an argument for being guided by the great thinkers.

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While running your own business is a rewarding and worthwhile pursuit, it can get lonely at the top. Here nine bosses from around the world dispense their advice for effective management from on high.

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● **Look the part**

Granted, there are some entrepreneurs that never get further than sitting in front of their laptop in their bedroom wearing shorts and a vest. But if you want to take your company to the next level, invest in some smart attire for those all-important meet-and-greets.

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● **Directory: Cities**

A detailed breakdown of 12 of the most popular global destinations for doing business: find out how to make the most of your time in these cities of opportunity.