



## Starting and Running Your Own Horse Business (2nd Revised edition)

By Mary Ashby McDonald

Storey Publishing LLC. Paperback. Book Condition: new. BRAND NEW, Starting and Running Your Own Horse Business (2nd Revised edition), Mary Ashby McDonald, Now, for the first time, this best-seller has been fully updated and revised. "Starting & Running Your Own Horse Business" includes an expanded section on safety, tips for operating a riding school or horse camp, strategies for launching a carriage business, tax and insurance advice, and suggestions from successful equestrian entrepreneurs and enterprises. The author, a veterinarian, offers instructions for developing a herd health plan, encouraging readers to practice good preventive care, and healthier horses mean lower veterinary bills. The book helps readers succeed in the Information Age as well, with suggestions for online marketing and resources. The book is filled with money-saving tips, record-keeping forms that can be easily photocopied, and simple lesson plans for schools and camps. Running any equestrian business inevitably involves a dizzying array of details. But with McDonald's smart, savvy, and strategic guidance, it doesn't have to be overwhelming. Now more than ever, "Starting & Running Your Own Horse Business" is the one book that industrious equestrians can't afford to be without.



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