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Business Plans Kit For Dummies

By Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Business Plans Kit For Dummies, Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck, An interactive guide to every element of the business planning process Are you an entrepreneur who wants to make it big? A manager grappling with logistics? A small business owner trying to map out a future in shaky economic times? Then look no further! Business Plans Kit For Dummies is a nuts-and-bolts guide to evaluating and invigorating your commercial strategy, no matter how big or small your business. * Lay the foundations identify your long-term goals and brainstorm your business options * Develop the skills sketch out a working model, size up competitors and fire up your marketing machine * Make it personal scrutinise the ins and outs of? your budget and diagnose what you need to take your ideas forward * Maximise your plan's potential take advantage of the latest online resources and e-technology to give your venture the edge * Fix faulty strategies recognise weak spots, build on strengths and make preparations to update your plan a year from now Open the book and find: * Advice on stimulating business creativity * Effective...


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