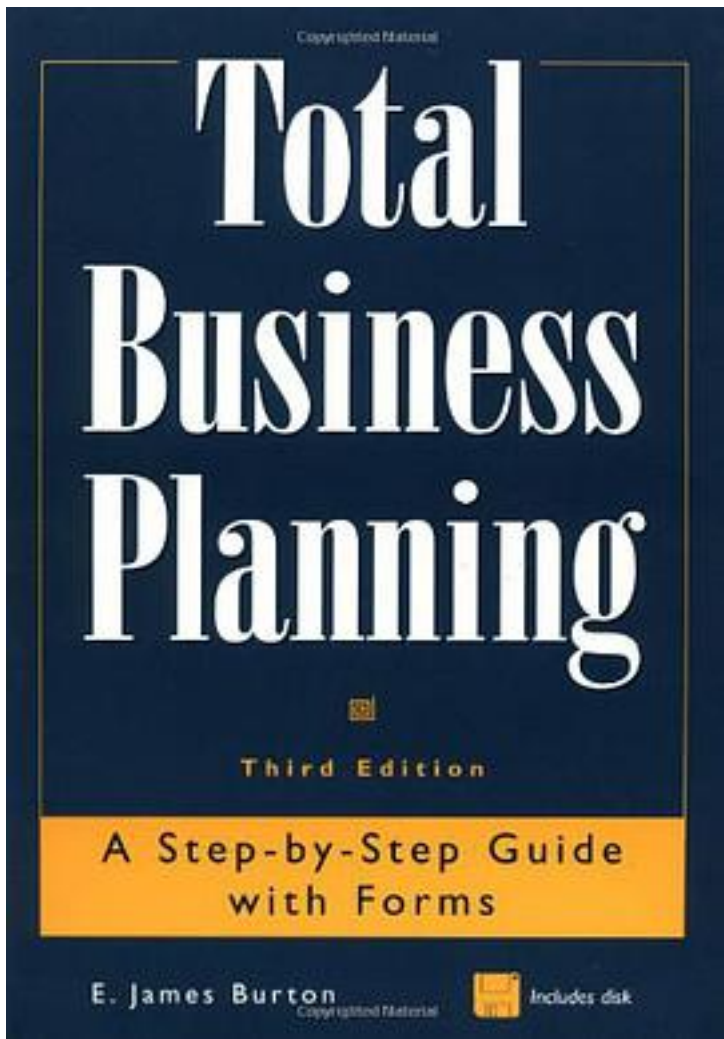


Total Business Planning



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Total Business Planning: A Step-by-Step Guide integrates strategic, operational, and

financial planning in this comprehensive resource. Now completely revised and expanded, this popular business guide answers key questions concerning the preparation and structure of a business plan. With special focus on creative thinking and vision process, it provides methodologies for successfully constructing feasibility studies for new products, building short-term operation plans for business units, and creating plans aimed at the capital markets. Covering the nine levels of the planning process, Total Business Planning addresses such essential topics as vision, philosophy and mission, corporate objectives, tactics and projections, and budgeting. Along with an exhaustive appendix and helpful definitions, you'll also find a disk with easy-to-use form templates to make the planning job easier.

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