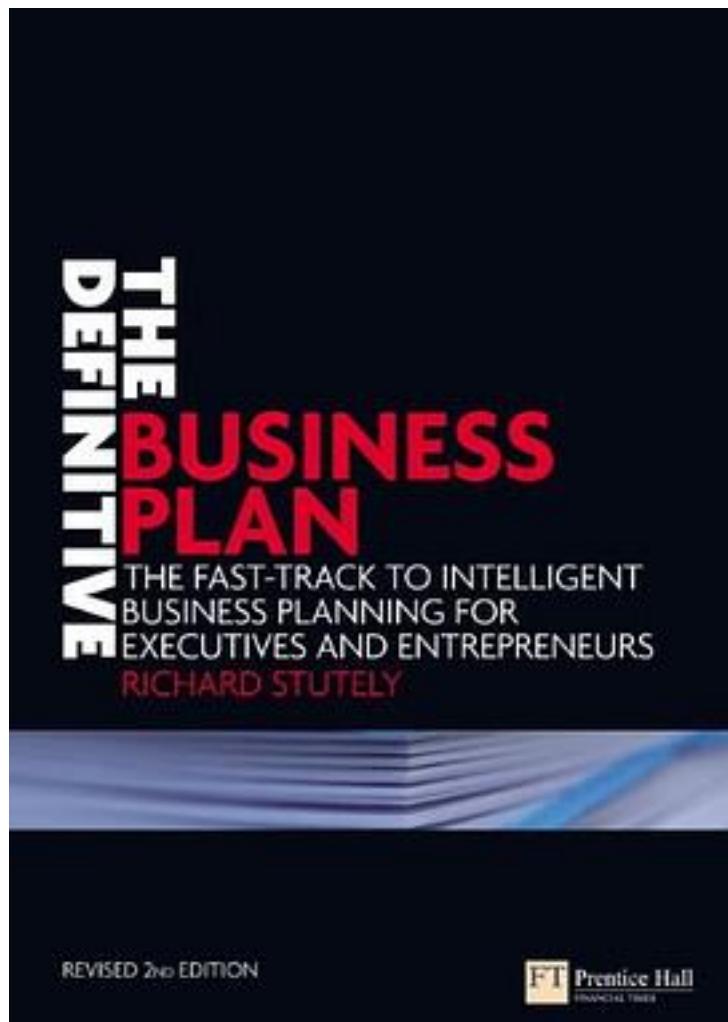


# The Definitive Business Plan



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在线阅读本书

Truly a practical guide to better business planning. The book is friendly and easy to read. It is especially helpful in developing the correct thought process, which is so essential to effective strategic planning. An indispensable corporate tool. Peter N. Tan, Senior Vice President, Hambrecht & Quist Preparing and presenting an intelligent business plan is a challenge that both entrepreneur and senior executive alike face. Whether the goal is raising start-up finance for a new business or requesting venture funding from a corporate parent, a good business plan must deliver all the information decision-makers are really looking for. The Definitive Business Plan ensures you do this. Accessible to the newcomer and detailed enough for the experienced planner, this guide explains how to tailor a plan for specific readerships and to meet specific objectives. If you want people to part with their cash, you need a business plan that has substance. In this highly regarded book, Richard Stutely will help you make sure your plan is robust enough to start, run or revitalise any business enterprise. The Definitive Business Series will ensure you get up to speed fast with all the business essentials you need to be a success. With their guided step-by-step approach the latest practical business techniques and concepts and their easy-to-read style, The Definitive Business Series cover every aspect of the topic from the business basics to the essential skills needed to progress in your career. The Definitive Business Series . Your fast-track to business success.

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