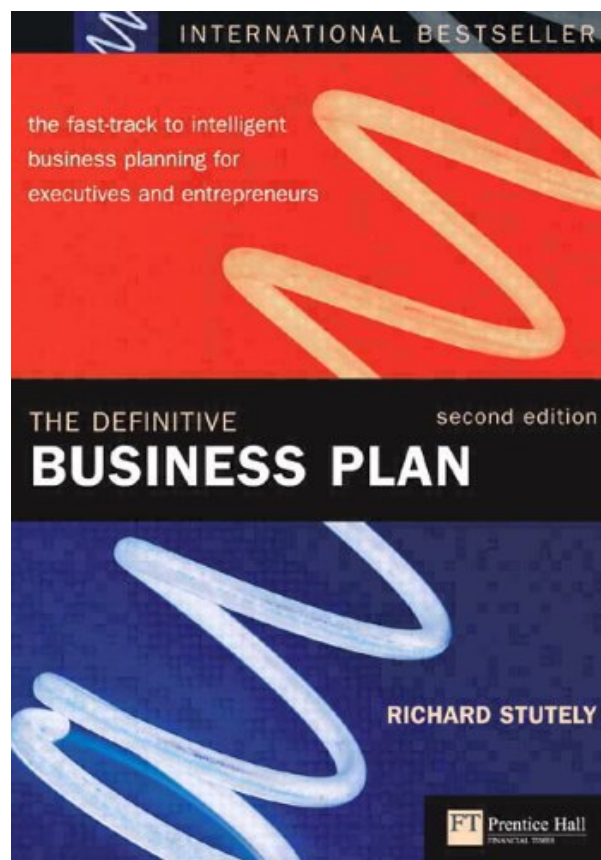
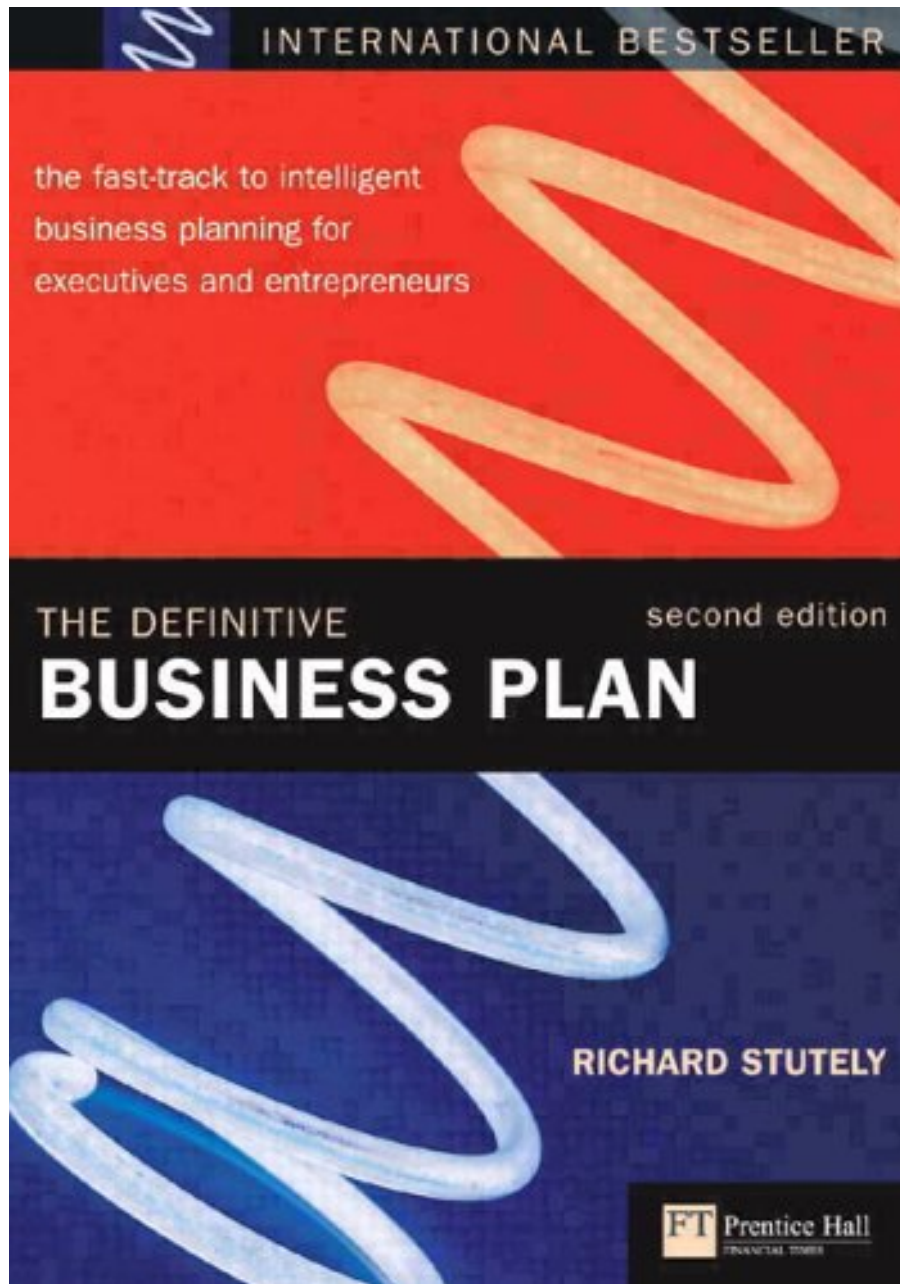


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A good business plan is the difference between success and not even getting the chance to try.

This international bestseller is THE ultimate guide to business planning.

Whether the goal is raising start-up or development finance for a new business, requesting venture funding from a corporate parent or directing operational management, **The Definitive Business Plan** will help you deliver the information that the decision-makers are really looking for.

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7 of 9 people found the following review helpful.

Very informative and also more internationally oriented

By Klaus Kühn

I find this book way superior to many other books on the subject. At the same time, it approaches business plans with small boxed anecdotes and an easy-going attitude (alla "...for dummies" but a far better level). Also differences between British and U.S. accounting terms are explained, giving the book a touch of international reach. At all times you have the feeling of being in company with a very talented and experienced author.

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Absolutely Brilliant

By A Customer

Written for serious professionals, and assumes a modicum of intelligence, out of all the books claiming to assist in designing a business plan, this is the only one that actually comes close to anything serious. Have a look at the sample pages to see what I mean.

2 of 2 people found the following review helpful.

The Definitive Business Plan - review

By Babadadhi

An excellent book that takes you through start to finish on the operating principles of a business and the reasons behind each process. This provides a good framework for you to fashion what is appropriate for your business given the circumstances you are in at this point in time. The book is logically laid out, explained in simple language and very easy to apply in a practical business environment. This is the best book I have read on establishing a business plan that can either be highly operational, tactical or strategic in nature or have these elements combined in a manner that meets your current needs.

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