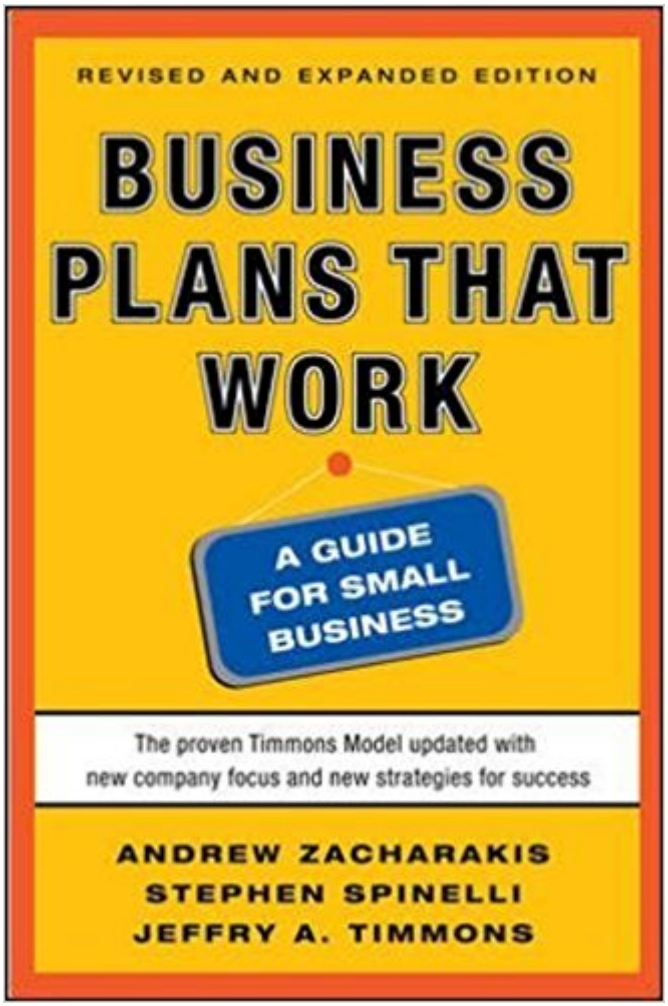
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Business Plans That Work: A Guide For Small Business 2/E (Business Skills And Development)



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Synopsis

Turn your great idea into BIG PROFITS with a powerful, persuasive business plan! With any endeavor, good planning is the key to good resultsâ •especially in the launch of a new business or product. Business Plans That Work gives you an easy-to-follow template for conceptualizing, writing, focusing, and revising a business plan that converts your business idea into financial profit. A virtual blueprint for entrepreneurial success, this new edition of the popular entrepreneurâ ™s guide provides all the tools you need to communicate the value of your idea to investors and attract key talent, and create a plan you can turn to throughout the entire process of starting and running a business. Youâ ™ll learn how to: Determine what to include in each plan, why, and for whom Secure the capital you need to get the project off the ground Assess opportunities and risks involved in your project Avoid common pitfalls that cost money, time, and effort With Business Plans That Work, you have everything you need to create winning strategies for development, sales, marketing, operations, distribution, and everything else successful ventures are founded on.

Book Information

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Customer Reviews

"Jeffry Timmons is "one of the two most powerful minds in entrepreneurship in the nation." -Success magazine; Steve Spinelli is the " 'Top Gun' for business start-ups." - Success magazine" --This text refers to an out of print or unavailable edition of this title.

[BACK COVER] [CATEGORY] Small Business [HEAD] How to Convert Any Idea into a Convincing Business Plan--The Necessary First Step to Launching a Thriving Enterprise Today’s entrepreneurs are driving a new era of global transformation and growth. But before they can turn ideas into profitmaking ventures, they must craft a business plan that crystallizes and legitimizes those ideas to customers, key talent, and investors. Business Plans That Work details a strategic, step-by-step approach to creating, adapting, and writing a solid but flexible business plan that will sell your idea and help you make it a reality. Whatever stage you are at in the growth of your business, this no-nonsense guidebook will show you how to: Determine what to include in each plan, why, and for whom Recognize and avoid common pitfalls in creating a business plan Use the proven "Timmons Model" to analyze potential opportunities More than just a tool to raise seed capital, a well-written business plan provides an entrepreneur with strong insights into "the idea," and a powerful head start on turning that idea into an enterprise. Business Plans That Work shows how to write, adapt, focus, and revise a business plan that will secure capital and attract top-flight talent as it helps you assess the strength of your opportunity and provides invaluable insights into what you need to do to make it work. Jeffry A. Timmons, D.B.A., is the Franklin W. Olin Distinguished Professor of Entrepreneurship at Babson College and author of the Inc. top ten book New Venture Creation. Andrew Zacharakis, Ph.D., is the Paul T. Babson Term Chair in Entrepreneurship at Babson College. Stephen Spinelli is the founder of Jiffy Lube International and director of Babson’s Arthur M. Blank Center for Entrepreneurship. --This text refers to an out of print or unavailable edition of this title.

While most readings about business can be tiresome and boring, I find this book extremely helpful and a good read. The content sticks to one example, and you really begin to see how all the different parts come together. A very good place to start for anyone considering starting their own business.

Good book with great details on each section of a business plan. I would recommend buying it if you have to write a business plan. I bought it for my MBA class on entrepreneurship and it helped the the details on my business plan.

Concise and perfect guide for business plans!

had to have it for class

Had to read this for class, but a good read.

it is enough for people who have the bachelor certificate of business adminstration.very good book.i recommend it .it is very useful tool for planning

Practical and useful.

Excellent book. Well written and easy to follow. The examples were helpful. My business plan is coming together in a more thorough and thoughtful manner as a result of this book.

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