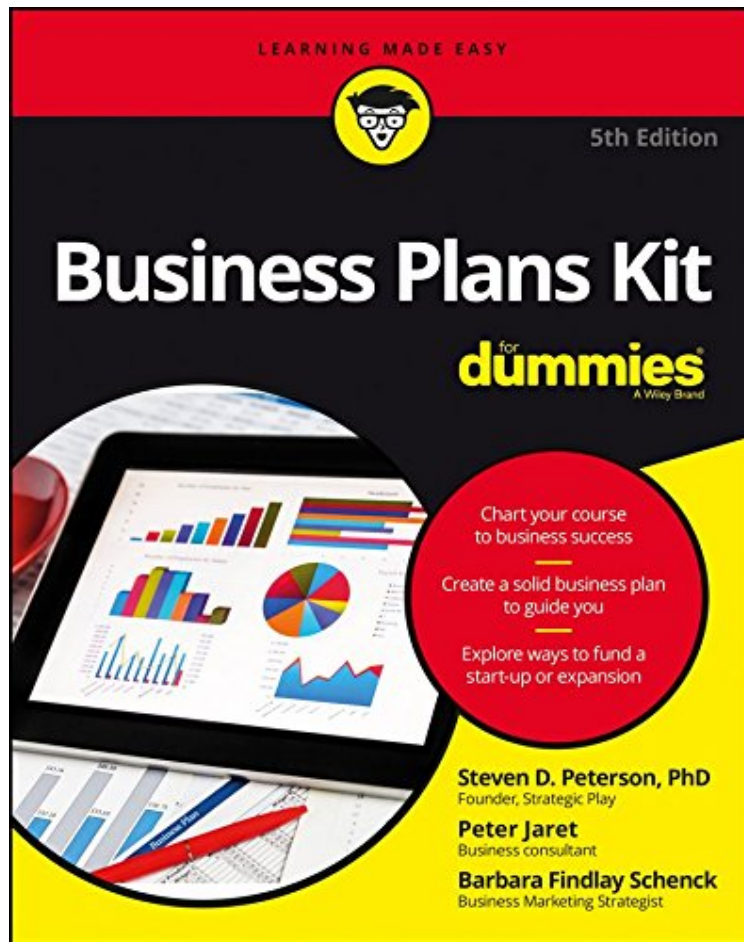


Business Plans Kit For Dummies

Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck
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Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck : Business Plans Kit For Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Plans Kit For Dummies:

5 of 9 people found the following review helpful. HorribleBy Sebastian Restoration ConservationHorrible book! If you want to write a business plan, don't think this book will help you. It was confusing, poorly laid out and doesn't give you anything to actually work with. I had a friend (MBA who writes plans for a living) look at this book. His reaction was total disgust.

The fast and easy way to construct a winning business plan If you're looking to establish, expand, or re-energize a business, the best place to start is with a sound business plan; and this new edition of Business Plans Kit For Dummies is here to help you get you started. From getting your hands on start-up money from investors to successfully growing or reimagining your venture, it offers everything you need to craft a well-defined business plan that will set you on a course to get your business moving in the right direction. Are you unsure how to draft

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From the Back CoverChart your course to business success Create a solid business plan to guide you Explore ways to fund a start-up or expansion Construct a winning business plan Everyone who wants to start mdash; or grow mdash; a business usually begins with the same question: what's the key to success? First and foremost, you need a solid business plan to prepare you for the challenges that lie ahead in today's competitive business world. Luckily, the expert guidance you need to do just that is at your fingertips! Inside: Identify your target market Track business finances Create a marketing plan Leverage social media Assess your competition Tailor your plan Put it all together Implement your plan Find helpful forms online About the AuthorSteven D. Peterson, PhD, is the senior partner and founder of the management tool development company, Strategic Play. Peter Jaret is a frequent contributor to *The New York Times*, *Reader's Digest*, and *AARP Bulletin*. Barbara Findlay Schenck is a nationally recognized marketing specialist and the author of several *For Dummies* books.