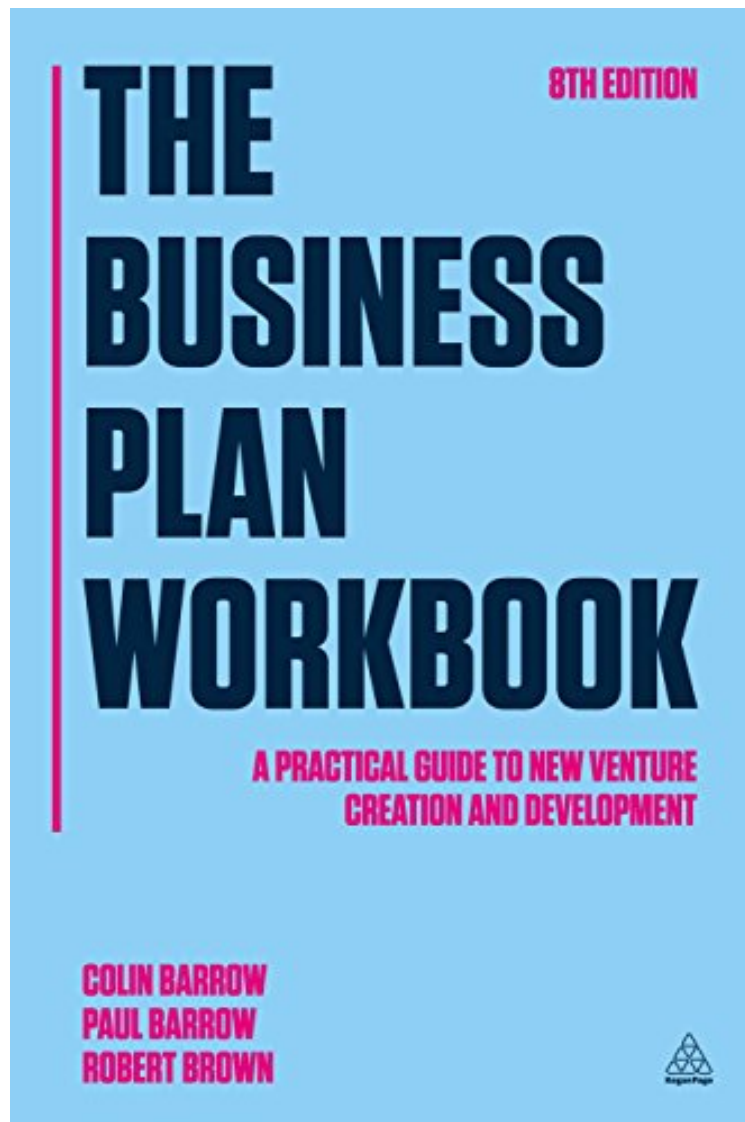


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The Business Plan Workbook: A Practical Guide to New Venture Creation and Development

Colin Barrow, Paul Barrow, Robert Brown
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Colin Barrow, Paul Barrow, Robert Brown : The Business Plan Workbook: A Practical Guide to New Venture Creation and Development before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business Plan Workbook: A Practical Guide to New Venture Creation and Development:

One of the most important steps in launching a new venture or expanding an existing one is the creation of a business plan. Time after time, studies and real-life examples reveal that the absence of a written business plan leads to a higher incidence of failure for new businesses, and inhibits growth and development. Based on methodology developed at Cranfield School of Management, *The Business Plan Workbook* takes a practical approach to the topic of business planning for new venture creation and development. Equally suitable for a range of academic and professional courses and for those developing small businesses, it takes the reader through 29 assignments to help you create and present your business plan, from learning how to create a competitive business strategy through to forecasting sales volume and value. It will help you to validate your business idea, brand your business, research and segment your market, and raise finance; all through one persuasive plan. With new additional material covering the 7 Ps of Marketing, a section of Planning for Growth and a range of new and updated case studies of real life entrepreneurs, this classic text is an invaluable guide to all aspects of business planning.

"Brings together the processes and procedures required to write a business plan."