

Business Plans for Dummies

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✓ Verified Book of Business Plans for Dummies

Summary:

Business Plans for Dummies free pdf ebook downloads is given by whiskeydurham that give to you for free. Business Plans for Dummies download free ebooks pdf created by Paul Tiffany at December 1st 2004 has been changed to PDF file that you can access on your macbook. For your info, whiskeydurham do not save Business Plans for Dummies ebook free download pdf on our site, all of pdf files on this site are collected through the internet. We do not have responsibility with copyright of this book.

Would you take off on a road trip to a new destination without a map or good directions? Probably not. Yet, sometimes business owners go full speed ahead without even having a destination in mind, much less a map on how to get there. That's why so many businesses never make it. In today's competitive marketplace, 3/4 of all new businesses fail within two to three years. Whether you're launching a new business or working to strengthen or expand an established one, a business plan is your road map to success. Business Plans For Dummies, 2nd Edition helps you keep your businesses on track and reach your goals. Written by Paul Tiffany, PhD, professor at UC Berkeley Haas Business School and the Wharton School of Business and Steven Peterson, PhD, Professor at UC Berkeley Haas Business School and CEO of Strategic Play, it helps you

Realistically determine where your business is and where you want to go

Create a detailed business plan and put it into action instead of in a drawer

Use the plan to secure financing

Prepare for opportunities and avoid common pitfalls

In short, Business Plans for Dummies helps you determine where you want your business to go and create a map for getting there. You'll discover how to:

Identify and approach potential financial backers, including venture capital firms, angels, bankers, and others

Clarify and crystallize your company's mission, vision, and values

Analyze your industry and your competition

Identify your customers, including their needs, habits, purchase triggers, and decision-making processes

Objectively analyze your company's strengths and weaknesses

Analyze your financial situation in order to do realistic forecasts and budgets

Recognize trends and anticipate changes, both in the overall economy and in your industry

Plan for growth, considering the product life cycle, new products, or new markets

Structure your organization and nurture leadership

Complete with diverse techniques and approaches plus a sample business plan, Business Plans For Dummies gives you detailed how-to for designing a dynamic, business plan that will keep you on course in spite of the inevitable curves and detours in today's marketplace. It's a fantastic resource for business owners and entrepreneurs.

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