



Successful Business Plans: Get Brilliant Results Fast

By Michael Anderson, Jane Khedair

Crimson Publishing. Paperback. Book Condition: new. BRAND NEW, Successful Business Plans: Get Brilliant Results Fast, Michael Anderson, Jane Khedair, A business plan is essential for any business, new or established. But where do you start? What do you need to include? Whether you need to raise finance, get senior management to support your plans, or simply want a roadmap for growth you need a successful business plan. We explain what to put in, what to leave out and how to structure it to be most effective. This book takes you step-by-step through how and why to write a business plan. It uses practical techniques and everyday examples to ensure your business plan gets the results you want; whether it's start-up funding, strategic insight or a recovery plan. It's written by expert authors, Michael Anderson & Jane Khedair, of Business Plan Services, in association with London Business School. This books will help you: - Persuade investors to back your business - Convince senior management to support your plans - Avoid common business plan mistakes - Adapt your business plan for different audiences.



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Reviews

Extensive guide! Its such a excellent read. This can be for anyone who statte that there was not a worth looking at. I am just effortlessly will get a satisfaction of looking at a written publication.

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This book will not be effortless to start on reading through but very exciting to learn. It is amongst the most remarkable book i have got go through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Dr. Easton Collier DVM**