



# Business Plans Kit For Dummies

*Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck*

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Discover the ins and outs of constructing a great business plan. When you're establishing, expanding, or re-energizing a business, the best place to start is writing your business plan. Not only does writing out your idea force you to think more clearly about what you want to do, it will also give the people you work with a defined road map as well. "Business Plans Kit For Dummies, 3rd edition" has been updated to give you the very latest information on the changing economy and its impact on business plans; dealing with venture capitalists; getting start-up money in any economy; incorporating social and ecological responsibility issues; and developing a plan conducive to marketplace changes and advancements. This title includes key features such as: refreshed examples and data sources for planning; updated ten top plans section; and, CD that includes new forms, worksheets, and resources. If you're a small business owner looking for expert guidance and friendly tips on developing and implementing a strategic plan to help your business succeed in an uncertain economy, "Business Plans Kit For Dummies" has you covered!

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