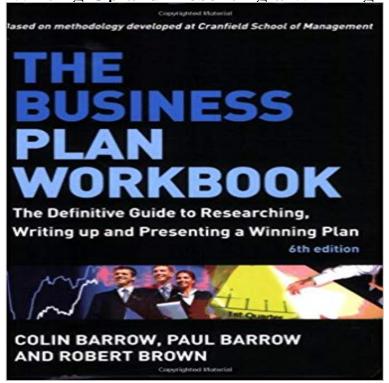
The Business Plan Workbook: The Definitive Guide to Researching, Writing Up and Presenting a Winning Plan



Without a business plan, no bank, venture capital house, or corporate parent will consider finance for a start up, expansion venture funding. Written entrepreneurs, executives, and students, The Business Plan Workbook is a guide to all aspects of business planning. Based on methodology developed at the Cranfield School of Management and successful real-life business plans, The Business Plan Workbook brings together the process and procedures required to produce that persuasive plan. The case examples in this edition have been updated and include a cross-section of businesses at various stages in their development.

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