



How to Write a Business Plan (4th Revised edition)

By Brian A. Finch

Kogan Page Ltd. Paperback. Book Condition: new. BRAND NEW, How to Write a Business Plan (4th Revised edition), Brian A. Finch, Whether you are starting or selling your own business, business plans are an essential and unavoidable part of the business cycle. "How to Write a Business Plan, 4th edition" gives you the expert guidance you need to make an impact with your written plan, including advice on researching competitors, how to present your management skills and experience and how to effectively communicate your strategic vision. Along with glossary of key terms and brand new advice on producing cash and profit forecasts, "How to Write a Business Plan, 4th edition", contains all the help you'll need to get it right first time.



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