



Preparing Effective Business Plans: An Entrepreneurial Approach

By Bruce R. Barringer

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This book is for the future entrepreneur who want to understand the critical issues and feasibility of developing a business venture, while developing and extensive business plan.

Topics guide students through every step of the business plan process including feasibility analysis worksheets, creating a sample plan, and presenting a business plan.

MARKET: For entrepreneurs who are looking for guidance with developing effective and compelling business plans.

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