



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.

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- Sales Rank: #419893 in Books
- Published on: 2008-01-12
- Original language: English
- Number of items: 1
- Dimensions: 8.80" h x .60" w x 5.90" l, .66 pounds
- Binding: Paperback
- 288 pages

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