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Título: Business Plans That Work

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Precio: \$252.00

Editorial:

Año: 2004

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780071412872

"Today's top experts in entrepreneurship deliver a streamlined, step-by-step guide for crafting effective business plans ""Timmons is one of the two most powerful minds in entrepreneurship in the nation."" --Success Business Plans That Work arms entrepreneurs and small business owners with an easy-to-follow template for writing persuasive business plans, along with proven models that can be used to analyze potential business opportunities from initial idea to viable venture. This value-packed book will show both entrepreneurs and current business owners how to: Determine what to include in each plan, why, and for whom Recognize and avoid common pitfalls in the process Use the renowned ""Timmons Model"" to analyze potential business opportunities "