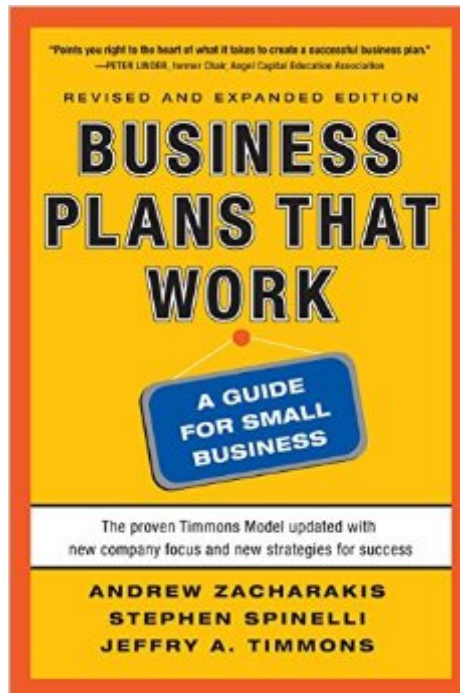


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# Business Plans That Work: A Guide For Small Business 2/E



## Synopsis

Turn your great idea into BIG PROFITS with a powerful, persuasive business plan! With any endeavor, good planning is the key to good results—especially in the launch of a new business or product. *Business Plans That Work* gives you an easy-to-follow template for conceptualizing, writing, focusing, and revising a business plan that converts your business idea into financial profit. A virtual blueprint for entrepreneurial success, this new edition of the popular *entrepreneur*™s guide provides all the tools you need to communicate the value of your idea to investors and attract key talent, and create a plan you can turn to throughout the entire process of starting and running a business. You™ll learn how to: Determine what to include in each plan, why, and for whom Secure the capital you need to get the project off the ground Assess opportunities and risks involved in your project Avoid common pitfalls that cost money, time, and effort With *Business Plans That Work*, you have everything you need to create winning strategies for development, sales, marketing, operations, distribution, and everything else successful ventures are founded on.

## Book Information

Paperback: 208 pages

Publisher: McGraw-Hill Education; 2 edition (April 14, 2011)

Language: English

ISBN-10: 0071748830

ISBN-13: 978-0071748834

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 13 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars See all reviews (15 customer reviews)

Best Sellers Rank: #361,276 in Books (See Top 100 in Books) #173 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical #317 in Books > Business & Money > Skills > Business Writing #416 in Books > Business & Money > Management & Leadership > Strategy & Competition

## Customer Reviews

"Business Plans That Work" might work for you, if you're planning on marketing a product (not a service business) and borrowing ALOT of money. The sub-title of the book is "A guide for small business". The problem I had with this book is that it assumes that you want to borrow \$500,000 or more and start a business revolving around a product. I would not consider that a small business! I was more interested in starting a service business (UPS or Fed Ex shipping store), but the

examples in this book didn't translate very well for that goal. The book follows a start up toy company called Firefly Toys, whose product is a toy designed for children that are coping with a life crisis (divorce, death, abuse). To me this is kind of goofy! The reader would be more well served if the book had examples from many different kinds of businesses, or at least a more mainstream product. Bottom Line: This is not a bad book for any business. It does have a fair amount of useful info, but I would definitely try to get it from the library if I were you!

This small book does a splendid job in explaining the business planning process more simple and uncomplicated than most books on business planning that often are too comprehensive and detailed - sometimes probably creating "paralysis by analysis" for the users. The approach is a practical step-by-step procedure with the same specific case study throughout the book ("FireFly Toys"). At the end of the book, there's an alternative case study - including Powerpoint presentation - on another industry ("Fossa Medical"). Both case studies' 4-page executive summaries should inspire each and every manager to present his venture or business in this concise and exemplary manner...It is indeed a no-nonsense guidebook and I especially like the small critical comments that the authors have inserted in the margins (as speech balloons). Being a corporate strategist, I spend most of my time working with strategic issues including business plans. So I read a book on this topic with a subtle skepticism. But it was a pleasant surprise ;-). Thus, I can highly recommend this easy-to-read 183-page book. Peter Leerskov, MSc in International Business (Marketing & Management) and Graduate Diploma in E-business

There's no shortage of competition for books on this topic. In fact there are two others with the exact same title. This book makes it plain that its focus is small businesses, and as such I think the text offers roughly the right tone and degree of complexity for its intended audience. I've read more authoritative books on business plans, but several were too complex for a small business audience. Recommended, although best to compare to some of the competition to find the one that feels best for you.

While most readings about business can be tiresome and boring, I find this book extremely helpful and a good read. The content sticks to one example, and you really begin to see how all the different parts come together. A very good place to start for anyone considering starting their own business.

I like that it shows you not only how to write a business plan, but also what is a low potential and high potential business. Anyone wanting investors - this is a good book to read. Also one of the more fun to read business plan books.

Good book with great details on each section of a business plan. I would recommend buying it if you have to write a business plan. I bought it for my MBA class on entrepreneurship and it helped the the details on my business plan.

Excellent book. Well written and easy to follow. The examples were helpful. My business plan is coming together in a more thorough and thoughtful manner as a result of this book.

it is enough for people who have the bachelor certificate of business administration.very good book.i recommend it .it is very useful tool for planning

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