



## The Ernst Young Business Plan Guide (Paperback)

By Brian R. Ford, Jay M. Bornstein, Patrick T. Pruitt

John Wiley and Sons Ltd, United Kingdom, 2007. Paperback. Condition: New. 3rd Edition. Language: English . Brand New Book. In today s competitive business environment, a well thought out business plan is more important than ever before. Not only can it assist you in raising the money needed to start or expand a business-by attracting the interest of potential investors-but it can also help you keep tabs on your progress once the business is up and running. Completely revised and updated to reflect today s dynamic business environment, The Ernst Young Business Plan Guide, Third Edition leads you carefully through every aspect involved in researching, writing, and presenting a winning business plan. Illustrating each step of this process with realistic examples, this book goes far beyond simply discussing what a business plan is. It explains why certain information is required, how it may best be presented, and what you should be aware of as both a preparer and reviewer of such a proposal. Divided into three comprehensive parts, The Ernst Young Business Plan Guide, Third Edition outlines the essential elements of this discipline in a straightforward and accessible manner. Whether you re considering starting, expanding, or acquiring a business, the...

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