

## The Ernst Young Business Plan Guide (Paperback)

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## Reviews

Merely no terms to spell out. We have read through and i also am confident that i will gonna read yet again again in the future. You will not sense monotony at anytime of your own time (that's what catalogs are for about should you question me). (Pasquale Larkin I)

## THE ERNST YOUNG BUSINESS PLAN GUIDE (PAPERBACK)



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 information found within these pages will enhance your chances of success. â Advice on how to write and develop business plans â A realistic sample plan â All new sections on funding and financing methodswith provisions for restructuring and bankruptcy â Tips for tailoring plans to the decision makers.

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