

[Free] The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs

The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs

Sir Richard Stutely

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#500238 in eBooks 2012-08-21 2012-08-21 File Name: B00A8EZP4E | File size: 16.Mb

Sir Richard Stutely : The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs before purchasing it in order to gage whether or not it would be worth my time, and all praised The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs:

0 of 0 people found the following review helpful. Four StarsBy CustomerA good business planning book. Clearly written0 of 0 people found the following review helpful. Excellent ResourceBy Ms. VThe step by step instruction is thorough and extremely helpful. I am confident that I will be able to complete a business plan without expert intervention.

This comprehensive book will ensure your business plan is robust enough to start, run or revitalise any business enterprise. Whether your goal is raising start-up finance for a new business, requesting venture funding from a corporate parent or directing operational management, The Definitive Business Plan will help you deliver the information the decision-makers are really looking for. Accessible to the newcomer and detailed enough for the experienced planner, the third edition of this international bestseller explains how to tailor a plan for specific readerships and meet specific objectives, helping you to focus your attention on strategic planning as well as on operational controls. This new edition has been completely updated throughout.

From the Back Cover: "Truly a practical guide to better business planning. The book is friendly and easy to read. An indispensable corporate tool." Peter N. Tan, President, Hambrecht Quist Asia Pacific "If this book had been available 30 years ago, life would have been a lot easier." Mike Brooke, Entrepreneur and Private Venture Capitalist YOUR DEFINITIVE GUIDE TO CREATING A KILLER BUSINESS PLAN "If you want people to part with their money, you need a business plan that has the substance to stand up to close examination. Whether your goal is raising start-up finance for a new business, requesting venture funding from a corporate parent or directing operational management, The Definitive Business Plan will help you deliver the information that the decision-makers are really looking for. Now in its third edition, this highly regarded and comprehensive book has been revised and updated throughout to reflect the latest changes in technology, legislation and management thinking. It is the perfect companion for both newcomers and experienced planners. Make sure your plan is robust enough to start, run or revitalise any business enterprise. Ensure you know how to: Assess the current status of your business Develop strategic and operational plans Define vision, mission, values, core objectives and operating objectives Create financial forecasts, cash flow projections and operating budgets About the Author Richard Stutely has handled business plans on every scale – as a manager with HM Treasury (the UK finance ministry); a stockbroker and member of the London Stock Exchange; and subsequently as general manager of an international bank, where he saw business planning from a financial and funding perspective. Richard runs training courses, workshops, seminars and lectures for MBA students and corporate audiences. His books include The Definitive Guide to Business Finance, Brilliant Business The Economist Guide to Economic Indicators and The Economist Numbers Guide.