



The Definitive Business Plan: The fast-track to intelligent business planning for executives and entrepreneurs

Richard Stutely

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Accessible to both the entrepreneur and the experienced executive, this second edition of *The Definitive Business Plan* is the fast track to intelligent business planning. This international bestseller is THE ultimate guide to business planning. Whether your goal is to launch a new business or secure corporate support for a new venture, it will help you build a plan capable of driving and directing a robust business.

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