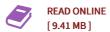




Preparing Effective Business Plans: An Entrepreneurial Approach (Hardback)

By Bruce R. Barringer

Pearson Education (US), United States, 2014. Hardback. Condition: New. 2nd edition. Language: English. Brand new Book. For undergraduate and graduate courses in entrepreneurship This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan. Teaching and Learning Experience This text will provide a better teaching and learning experience-for you and your students. Here's how: Focus on the "Front End" of the Entrepreneurial Process: The entrepreneurial process is discussed and defined as part of the comprehensive business plan process. Give Students a Solid Point of Reference: A business plan, for a fictitious company name Prime Adult Fitness, is built throughout the course of the book. Present Special Insights on Presenting and Writing a Business Plan: The book provides tips and suggesting for presenting a business plan with confidence and pose and includes a 12 slide PowerPoint with suggestions on what to include on each slide.



Reviews

Extremely helpful to any or all category of individuals. It really is rally fascinating through studying time period. I am just quickly could possibly get a pleasure of reading a composed ebook.

-- Lawrence Keeling

This publication may be worthy of a read through, and a lot better than other. It is among the most incredible book we have read through. Your daily life period will be change when you total reading this article publication.

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