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# THE SUCCESSFUL BUSINESS PLAN: SECRETS AND STRATEGIES (4TH REVISED EDITION)





John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Successful Business Plan: Secrets and Strategies (4th Revised edition), Paul Barrow, Rhonda Abrams, The ultimate purpose of developing a business plan is to have a successful business. In the long run, it is fruitless to write a business plan that can raise the funds you seek if your enterprise is so poorly conceived it is bound to fail. So a successful business plan should address the long-term needs...

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- Authored by Paul Barrow, Rhonda Abrams
- Released at -



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