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Start at the End: How Companies Can Grow Bigger and Faster by Reversing Their Business Plan

By David Lavinsky

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Start at the End: How Companies Can Grow Bigger and Faster by Reversing Their Business Plan, David Lavinsky, Re-focus your business plan and achieve the success your business deserves Business owners, and their teams, often lose their way in the midst of the day-to-day stress of generating sales and profits. Whether your goal is selling millions of your product, expanding operations to a new location, or generating more profits, Start at the End offers a unique approach and action steps for business owners and entrepreneurs to redevelop your business plan and achieve ultimate success. You'll learn how to re-create your long-term vision and then make continuous progress in achieving that vision while continuing to hit your short-term goals. Start at the End offers inspiring stories of other entrepreneurs who have achieved significant success in this area, as well as easy-to-follow exercises and next steps. Shows how to develop a realistic business and financial model based on market data Explains how to identify and pursue new opportunities, raise capital, and build growth strategies Start at the End gives business owners a chance to take a step back, re-evaluate your business,...



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