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## The Ernst & Young Business Plan Guide (3rd Revised edition)

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By Brian R. Ford, Jay M. Bornstein, Patrick T. Pruitt, Ernst & Young

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, The Ernst & Young Business Plan Guide (3rd Revised edition), Brian R. Ford, Jay M. Bornstein, Patrick T. Pruitt, Ernst & Young, In today's competitive business environment, a well thought out business plan is more important than ever before. Not only can it assist you in raising the money needed to start or expand a business-by attracting the interest of potential investors-but it can also help you keep tabs on your progress once the business is up and running. Completely revised and updated to reflect today's dynamic business environment, The Ernst & Young Business Plan Guide, Third Edition leads you carefully through every aspect involved in researching, writing, and presenting a winning business plan. Illustrating each step of this process with realistic examples, this book goes far beyond simply discussing what a business plan is. It explains why certain information is required, how it may best be presented, and what you should be aware of as both a preparer and reviewer of such a proposal. Divided into three comprehensive parts, The Ernst & Young Business Plan Guide, Third Edition outlines the essential elements of this discipline in a straightforward...



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