



## Business Plans Kit For Dummies

*Steven D. Peterson, Peter E. Jaret, Barbara Findlay Schenck*

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# Business Plans Kit For Dummies

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**Discover the ins and outs of constructing a winning business plan**

When you're establishing, expanding, or re-energizing a business, the best place to start is with your business plan. Whether you want start-up money from investors or are looking to expand or re-energize your business, a business plan will give you a defined road map to help you get your business moving.

*Business Plans Kit For Dummies, 4th Edition* has been updated to give you the very latest information on today's current economy and its impact on business plans; dealing with venture capitalists; getting start-up money in any economy; incorporating social and ecological responsibility issues; and developing a plan conducive to marketplace changes and advancements.

- Refreshed examples and data sources for planning
- Updated "ten top plans" section
- CD includes new forms, worksheets, and resources

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