



# The Complete Idiot's Guide to Business Plans, 2nd Edition

*Gwen Moran, Sue Johnson*

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It's just good business.

'The Complete Idiot's Guide® to Business Plans, Second Edition', helps new and existing entrepreneurs create clear, comprehensive, and compelling business plans by walking them through all of the decisions they'll need to make before writing their plans, and then helping them structure and execute their plans to achieve their specific business goals.

According to the Small Business Administration, in 2002 approximately 570,000 new small businesses opened their doors for business, and in 2007, the number rose to 680,000. Data shows that the past three recessions all resulted in significant rises in the number of new small businesses

More than 75 percent of small firms use some form of credit in their start-up or operations.

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