



The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs

Sir Richard Stutely

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This comprehensive book will ensure your business plan is robust enough to start, run or revitalise any business enterprise.

Whether your goal is raising start-up finance for a new business, requesting venture funding from a corporate parent or directing operational management, *The Definitive Business Plan* will help you deliver the information the decision-makers are really looking for.

Accessible to the newcomer and detailed enough for the experienced planner, the third edition of this international bestseller explains how to tailor a plan for specific readerships and meet specific objectives, helping you to focus your attention on strategic planning as well as on operational controls.

This new edition has been completely updated throughout.

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