



Creating Business Plans

By Harvard Business Review

Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Creating Business Plans, Harvard Business Review, A well-crafted business plan generates enthusiasm for your idea and boosts your odds of success--whether you're proposing a new initiative within your organization or starting an entirely new company. Creating Business Plans quickly walks you through the basics. You'll learn to: * Present your idea clearly * Develop sound financial plans * Project risks--and rewards * Anticipate and address your audience's concerns About HBR's 20-Minute Manager Series: Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives--from the most trusted source in business. Also available as an ebook.



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