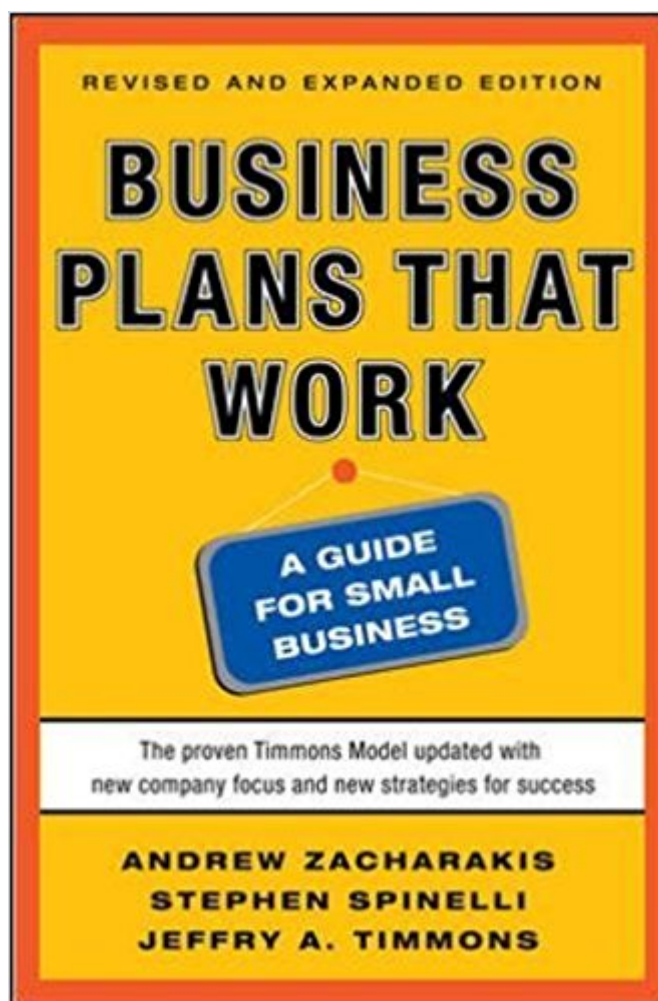


The book was found

# Business Plans That Work: A Guide For Small Business 2/E (Business Skills And Development)



## Synopsis

Turn your great idea into BIG PROFITS with a powerful, persuasive business plan! With any endeavor, good planning is the key to good results—especially in the launch of a new business or product. *Business Plans That Work* gives you an easy-to-follow template for conceptualizing, writing, focusing, and revising a business plan that converts your business idea into financial profit. A virtual blueprint for entrepreneurial success, this new edition of the popular entrepreneur's guide provides all the tools you need to communicate the value of your idea to investors and attract key talent, and create a plan you can turn to throughout the entire process of starting and running a business. You'll learn how to: Determine what to include in each plan, why, and for whom Secure the capital you need to get the project off the ground Assess opportunities and risks involved in your project Avoid common pitfalls that cost money, time, and effort With *Business Plans That Work*, you have everything you need to create winning strategies for development, sales, marketing, operations, distribution, and everything else successful ventures are founded on.

## Book Information

Series: Business Skills and Development

Paperback: 208 pages

Publisher: McGraw-Hill Education; 2 edition (April 14, 2011)

Language: English

ISBN-10: 0071748830

ISBN-13: 978-0071748834

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 13 ounces (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 15 customer reviews

Best Sellers Rank: #147,599 in Books (See Top 100 in Books) #116 in Books > Reference > Writing, Research & Publishing Guides > Writing > Technical #164 in Books > Business & Money > Skills > Business Writing #226 in Books > Business & Money > Management & Leadership > Strategy & Competition

## Customer Reviews

"Jeffry Timmons is "one of the two most powerful minds in entrepreneurship in the nation." -Success magazine; Steve Spinelli is the " 'Top Gun' for business start-ups." - Success magazine" --This text refers to an out of print or unavailable edition of this title.

[BACK COVER] [CATEGORY] Small Business [HEAD] How to Convert Any Idea into a Convincing Business Plan--The Necessary First Step to Launching a Thriving Enterprise Today's entrepreneurs are driving a new era of global transformation and growth. But before they can turn ideas into profitmaking ventures, they must craft a business plan that crystallizes and legitimizes those ideas to customers, key talent, and investors. Business Plans That Work details a strategic, step-by-step approach to creating, adapting, and writing a solid but flexible business plan that will sell your idea and help you make it a reality. Whatever stage you are at in the growth of your business, this no-nonsense guidebook will show you how to: Determine what to include in each plan, why, and for whom Recognize and avoid common pitfalls in creating a business plan Use the proven "Timmons Model" to analyze potential opportunities More than just a tool to raise seed capital, a well-written business plan provides an entrepreneur with strong insights into "the idea," and a powerful head start on turning that idea into an enterprise. Business Plans That Work shows how to write, adapt, focus, and revise a business plan that will secure capital and attract top-flight talent as it helps you assess the strength of your opportunity and provides invaluable insights into what you need to do to make it work. Jeffry A. Timmons, D.B.A., is the Franklin W. Olin Distinguished Professor of Entrepreneurship at Babson College and author of the Inc. top ten book New Venture Creation. Andrew Zacharakis, Ph.D., is the Paul T. Babson Term Chair in Entrepreneurship at Babson College. Stephen Spinelli is the founder of Jiffy Lube International and director of Babson's Arthur M. Blank Center for Entrepreneurship. --This text refers to an out of print or unavailable edition of this title.

While most readings about business can be tiresome and boring, I find this book extremely helpful and a good read. The content sticks to one example, and you really begin to see how all the different parts come together. A very good place to start for anyone considering starting their own business.

Good book with great details on each section of a business plan. I would recommend buying it if you have to write a business plan. I bought it for my MBA class on entrepreneurship and it helped the the details on my business plan.

Concise and perfect guide for business plans!

had to have it for class

Had to read this for class, but a good read.

it is enough for people who have the bachelor certificate of business administration. very good book. i recommend it. it is very useful tool for planning

Practical and useful.

Excellent book. Well written and easy to follow. The examples were helpful. My business plan is coming together in a more thorough and thoughtful manner as a result of this book.

[Download to continue reading...](#)

Business Plans that Work: A Guide for Small Business 2/E (Business Skills and Development) The Big Book of Small Home Plans: Over 360 Home Plans Under 1200 Square Feet How to Design a Small Garden - Step-by-Step Landscaping Ideas, Pictures and Plans for Planning the Perfect Small Garden ('How to Plan a Garden' Series Book 5) Tiny Houses: Minimalist Tiny House Living (Floor Plans Included) (tiny house construction, tiny homes, tiny house design, small houses, small homes, tiny house building, tiny house lifestyle, micro homes) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) Greenhouse : Greenhouse for Beginners: The Layman's Guide to Greenhouse Construction, Plans & Gardening (Greenhouse, Greenhouse for Beginners, Greenhouse ... Greenhouse Construction, Greenhouse Plans) Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Treatment Plans and Interventions for Depression and Anxiety Disorders, 2e (Treatment Plans and Interventions for Evidence-Based Psychotherapy) Seats: Chicago 120 Seating Plans to Chicago and Milwaukee Area Theatres, Concert Halls and Sports Stadiums (Seats Chicago: 125 Seating Plans to Chicago and Milwaukee) The Architect's Guide to Small Firm Management: Making Chaos Work for Your Small Firm The Anti-Inflammatory Diet & Action Plans: 4-Week Meal Plans to Heal the Immune System and Restore Overall Health Nursing Care Plans: Transitional Patient & Family Centered Care (Nursing Care Plans and Documentation) Nursing Care Plans: Nursing Diagnosis and Intervention, 6e (Nursing Care Plans: Nursing Diagnosis & Intervention) Chatter: Small Talk, Charisma, and How to Talk to Anyone, The People Skills & Communication Skills You Need to Win

Friends and Get Jobs The Disney Dining Plans: Tips & Tricks for Making the Most of the Dining Plans at Walt Disney World Royal Canadian Air Force Exercise Plans for Physical Fitness: Two Books in One / Two Famous Basic Plans (The XBX Plan for Women, the 5BX Plan for Men) Woodworking Projects: 15 Plans of DIY Garden Furniture: (DIY Woodworking, Woodworking Plans) Best-Selling 1-Story Home Plans, Updated 4th Edition: Over 360 Dream-Home Plans in Full Color Ultimate Book of Home Plans: 730 Home Plans in Full Color: North America's Premier Designer Network: Special Sections on Home Designs & Decorating, Plus Lots of Tips Lowe's Best-Selling House Plans (Home Plans)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)