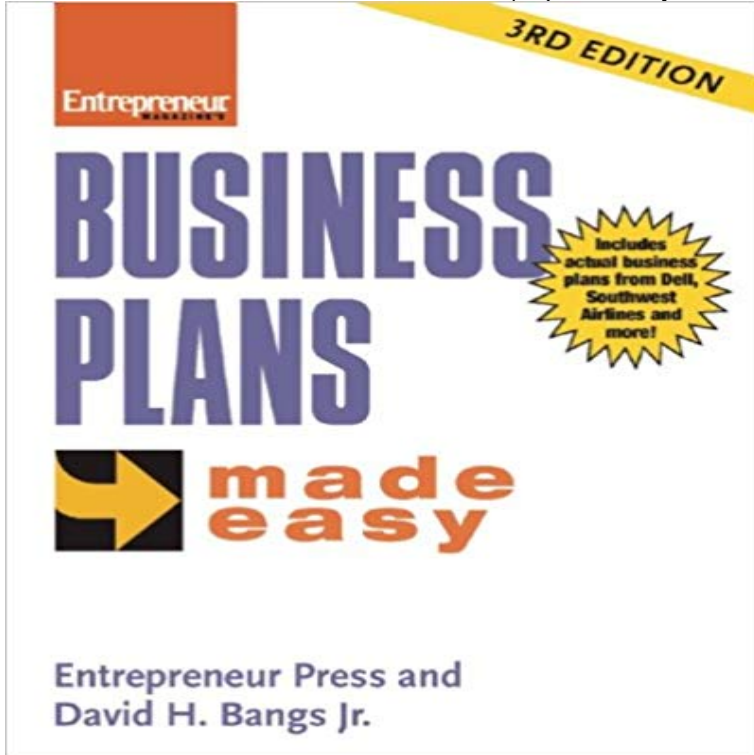


Business Plans Made Easy (Entrepreneur Made Easy Series)



: Business Plans Made Easy, 3rd Edition is the latest incarnation of the essential guide for creating a high-impact business plan that will turn an entrepreneurs dreams into reality. Revised and updated, the book expands the helpful business plan summaries and adds new examples of real-life business plans. Tips about information technology and an added business plan for artists increase the scope of the book. The useful forms, worksheets and financial statements have been updated to reflect recent changes in the business world, and an added expert advice section at the end of each chapter gives helpful hints and tips to new entrepreneurs. The book still includes essential information on how to create a unique selling proposition; what to include and exclude in a business plan; how to tailor a plan to the various needs of bankers, investors, partners, suppliers and customers; where to go for help; and how to update a plan so it grows with the business.

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