



The Complete Book of Business Plans (Small Business Sourcebooks)

Joseph A. Covello, Brian J. Hazelgren

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Your company must have a business plan if you expect to succeed in today's tough business world. To help make that first step a giant step, this inspired guide will show you how to write a winning business plan, eliminate the frustration of starting a new business, expand your current enterprise--or even get cash out of your existing business!

Joseph A. Covello and Brian J. Hazelgren, authors of the highly successful *Your First Business Plan*, reveal the secrets of creating a powerful, winning business plan based on their more than two decades of combined experience writing business plans. Follow their proven methods--help your business succeed now!

Discover How To:

- Take total control of your business
- Dramatically improve your profits
- Provide the critical elements required by investors, lenders and buyers
- Develop your unique selling advantage
- Raise capital in any economy
- Operate a profitable enterprise with one powerful management tool
- Stay ahead of your competition--always
- Make your business plan the heart and soul of your operation

You'll Be Able to Create Powerful--

- Market Analyses
- Selling Concepts
- Marketing Strategies
- Financial Presentations
- Management Systems
- Product Advantages

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