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Titolo	The one-hour business plan : the simple and practical way to start anything new // John McAdam
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Lingua di pubblicazione	Inglese
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Nota di contenuto	Introduction -- Module 1: create a value proposition that makes a stronger business model -- Module 2: who are you offering to? -- Module 3: viewing your offering through your customers' eyes -- Module 4: what milestones & actions plans do for your business -- Final thoughts -- Acknowledgements.
Sommario/riassunto	A guide to writing a successful business plan-in just one hour A strong business plan greatly increases a business chance of success, especially in an economic environment in which more than 50 percent of businesses fail within three years. Your business plan can serve as a foundation for your successful business. The One-Hour Business Plan, written by seasoned entrepreneur and business instructor John McAdam, helps you lay that foundation. With the help of this book, aspiring entrepreneurs can write a viable business plan in just one hour. Offers step-by-step guidan