



## Business Plans For Dummies (2nd)

By Paul Tiffany, Steven D. Peterson

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Business Plans For Dummies (2nd), Paul Tiffany, Steven D. Peterson, Would you take off on a road trip to a new destination without a map or good directions? Probably not. Yet, sometimes business owners go full speed ahead without even having a destination in mind, much less a map on how to get there. That's why so many businesses never make it. In today's competitive marketplace, 3/4 of all new businesses fail within two to three years. Whether you're launching a new business or working to strengthen or expand an established one, a business plan is your road map to success. "Business Plans For Dummies, 2nd Edition" helps you keep your businesses on track and reach your goals. Written by Paul Tiffany, PhD, professor at UC Berkley Haas Business School and the Wharton School of Business and Steven Peterson, PhD, Professor at UC Berkeley Haas Business School and CEO of Strategic Play, it helps you: realistically determine where your business is and where you want to go; create a detailed business plan and put it into action instead of in a drawer; use the plan to secure financing; prepare...



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