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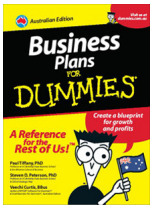

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Business Plans for Dummies: Product Description

Creating a great business plan is the first and most vital step to business success. *Business Plans For Dummies*
, Australian Edition, walks you through each stage of the planning process – from writing mission statements to identifying new business opportunities – and shows you how to draw up marketing plans, competitor assessments, financial projections and much more.

The authors include Paul Tiffany, PhD, professor of management at the Haas Business School, UC Berkeley, Steven Peterson, PhD, Executive Lecturer at the Haas Business School and Veechi Curtis
, BBus, qualified accountant and small business consultant.

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