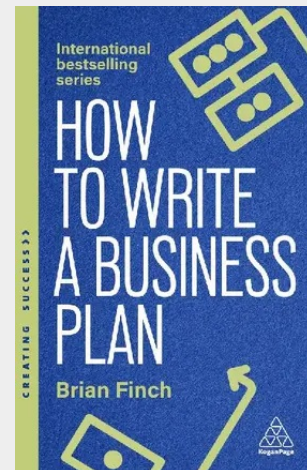


How to Write a Business Plan

Win Backing and Support for Your Ideas and Ventures

If you are starting or selling your own business, or wanting to expand your company, business plans are essential. Get expert guidance on how to make an impact with your business plan and successfully communicate your strategic vision. Whether it is to raise finance, sell a business or develop a specific project, this is your one-stop guide to producing the most professional and convincing business plan for a new venture. This 8th edition now features even more practical exercises, useful templates and top tips to help you write a comprehensive and compelling plan, as well as content on digital developments such as crowdfunding, online retailing and digital marketing. **The Creating Success series of books...** Unlock vital skills, power up your performance and get ahead with the bestselling *Creating Success* series. Written by experts for new and aspiring managers and leaders, this million-selling collection of accessible and empowering guides will get you up to speed in no time. Packed with clever thinking, smart advice and the kind of winning techniques that really get results, you'll make fast progress, quickly reach your goals and create lasting success in your career.

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