



The Business Plan Workbook: A Practical Guide to New Venture Creation and Development

By Colin Barrow, Paul Barrow, Robert Brown

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Equally suitable for academic and professional courses and for those developing small businesses, this book provides 29 assignments that cover all aspects of business planning, from creating a competitive business strategy through to forecasting sales volume and value.

The new edition includes new material on how to come up with a winning business idea, strategies for planning growth, and reviewing product or service propositions. It also features new and updated case studies and online resources.

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- Rank: #285506 in Books
- Brand: Barrow Colin
- Published on: 2015-01-28
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .73" w x 6.14" l, 1.19 pounds
- Binding: Paperback
- 350 pages

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Review

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"[A] strong pick for business and management collections, especially for those who have their own aspirations for business ownership."
(*The Midwest Book Review*)

"Highly informative and instructive."
(*City Business Magazine*)

"A pleasing read, unlike many books on this topic; full of practical and professional advice."
(*Professional Manager*)

About the Author

Colin Barrow is the author of more than 30 books in the fields of entrepreneurship, business management and international property development, and has authored or co-authored ten books in the Dummies series. He was previously Head of the Enterprise Group at Cranfield School of Management, a leading International Business School. He is the author of *The 30 Day MBA in International Business*, *The 30 Day MBA in Marketing*, *The 30 Day MBA in Business Finance*, and *Cut Costs Not Corners* (Kogan Page).

Paul Barrow is an author, a Visiting Professor at Cranfield, and a consultant advising SMBs on growth strategies.

Robert Brown was formerly head of PR at McCann Erickson. He is currently Managing Director of Stainforth PR, now part of the TBWA Group. He is a Visiting Professor in PR at Manchester Metropolitan University.

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