

Preparing Effective Business Plans: An Entrepreneurial Approach (2nd Edition) (Pearson Entrepreneurship)

By Bruce R. Barringer

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For undergraduate and graduate courses in entrepreneurship

This book is for the future entrepreneur who wants to understand the critical issues and feasibility of developing a business venture, while developing an extensive business plan.

Teaching and Learning Experience
This text will provide a better teaching and learning experience—for you and your students. Here's how:

- **Focus on the "Front End" of the Entrepreneurial Process**: The entrepreneurial process is discussed and defined as part of the comprehensive business plan process.
- **Give Students a Solid Point of Reference**: A business plan, for a fictitious company name Prime Adult Fitness, is built throughout the course of the book.
- **Present Special Insights on Presenting and Writing a Business Plan**: The book provides tips and suggesting for presenting a business plan with confidence and pose and includes a 12 slide PowerPoint with suggestions on what to include on each slide.

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Editorial Review

From the Back Cover

This book is for the future entrepreneur who want to understand the critical issues and feasibility of developing a business venture, while developing and extensive business plan.
Topics guide students through every step of the business plan process including feasibility analysis worksheets, creating a sample plan, and presenting a business plan.
MARKET: For entrepreneurs who are looking for guidance with developing effective and compelling business plans.

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