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Real Business Plans and Marketing Tools

By Anne McKinney

Createspace, United States, 2012. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.This title in PREP s Business Success Series is designed to help individuals who want to prepare paperwork related to starting, growing, selling, or marketing a business. The book contains real business plans for those contemplating entrepreneurship as well as for those who have an ongoing business which they are interested in selling. Readers will see samples of real business plans used by real organizations to sell a business to public companies. Readers will also see samples of documents, paperwork, and financial statements used by real companies to obtain equity financing and bank loans. Readers will see samples of real business plans used to obtain loans for business start-ups and other plans used to obtain growth financing. A valuable section of the book is the section which shows marketing tools and business resumes used to attract new customers and increase profitability. This will be a valuable resource to those who want to look at superior samples of business plans as well as marketing tools including sample business fact sheets and resumes and sales tools. Praise for other books...



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