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## HOW TO WRITE A GREAT BUSINESS PLAN



HOW TO WRITE A  
GREAT BUSINESS PLAN

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William A. Sahlman



Harvard Business School Press. Paperback. Book Condition: New. Paperback. 72 pages. Dimensions: 6.3in. x 4.2in. x 0.3in. Judging by all the hoopla surrounding business plans, you'd think the only things standing between would-be entrepreneurs and spectacular success are glossy five-color charts, bundles of meticulous-looking spreadsheets, and decades of month-by-month financial projections. Yet nothing could be further from the truth. In fact, often the more elaborately crafted a business plan, the more likely the venture is to flop. Why Most plans waste...

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