



Business Plans that Work

Jeffry Timmons, Andrew Zacharakis, Stephen Spinelli

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Today's top experts in entrepreneurship deliver a streamlined, step-by-step guide for crafting effective business plans

"Timmons is one of the two most powerful minds in entrepreneurship in the nation." --Success Business

Plans That Work arms entrepreneurs and small business owners with an easy-to-follow template for writing persuasive business plans, along with proven models that can be used to analyze potential business opportunities from initial idea to viable venture. This value-packed book will show both entrepreneurs and current business owners how to:

- Determine what to include in each plan, why, and for whom
- Recognize and avoid common pitfalls in the process
- Use the renowned "Timmons Model" to analyze potential business opportunities

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