



# **The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs (3rd Edition)**

*Richard Stutely*

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# The Definitive Business Plan: The Fast Track to Intelligent Planning for Executives and Entrepreneurs (3rd Edition)

*Richard Stutely*

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Accessible to the newcomer and detailed enough for the experienced planner, the third edition of this international bestseller explains how to tailor a plan for specific readerships and meet specific objectives, helping you to focus your attention on strategic planning as well as on operational controls.

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