



Business Planning

By Patrick Forsyth

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Business Planning, Patrick Forsyth, Fast track route to rock-solid business plans Covers key areas of business planning from understanding why a plan is necessary and what issues it should address to compiling the plan and using it to direct the business and ensure goals are met. Includes the low-down on key planning aids such as swot analysis, the Boston and Ansoff matrices, and practical examples and advice drawn from banks and accounting firms as well as business practitioners and gurus such as Philip Kotler Includes a glossary of key concepts and a comprehensive resources guide.



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