



The Business Plan Coach: Teach Yourself

By Iain Maitland

Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, The Business Plan Coach: Teach Yourself, Iain Maitland, By the end of this book you will have an outstanding business plan ready to pitch for investment - Understand your goals and target market - Differentiate your offering - Build a persuasive sales and marketing plan - Put together realistic financials - Get the investment you need Other books help you talk the talk. The Teach Yourself Coach books helps you walk the walk. Who are you? * Anyone writing a business plan, for their own business or as part of their job Where this book take you? * You will have a business plan ready to show to investors or bank managers How does it work? * A combination of practical tried-and-tested advice, and unique interactive exercises When can you do it? * In your own time, at your own pace What else do you get? * Access to free online videos and printable resources Why Teach Yourself(R)? * Teach Yourself books are trusted around the world and have helped sixty million people achieve their goals.



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