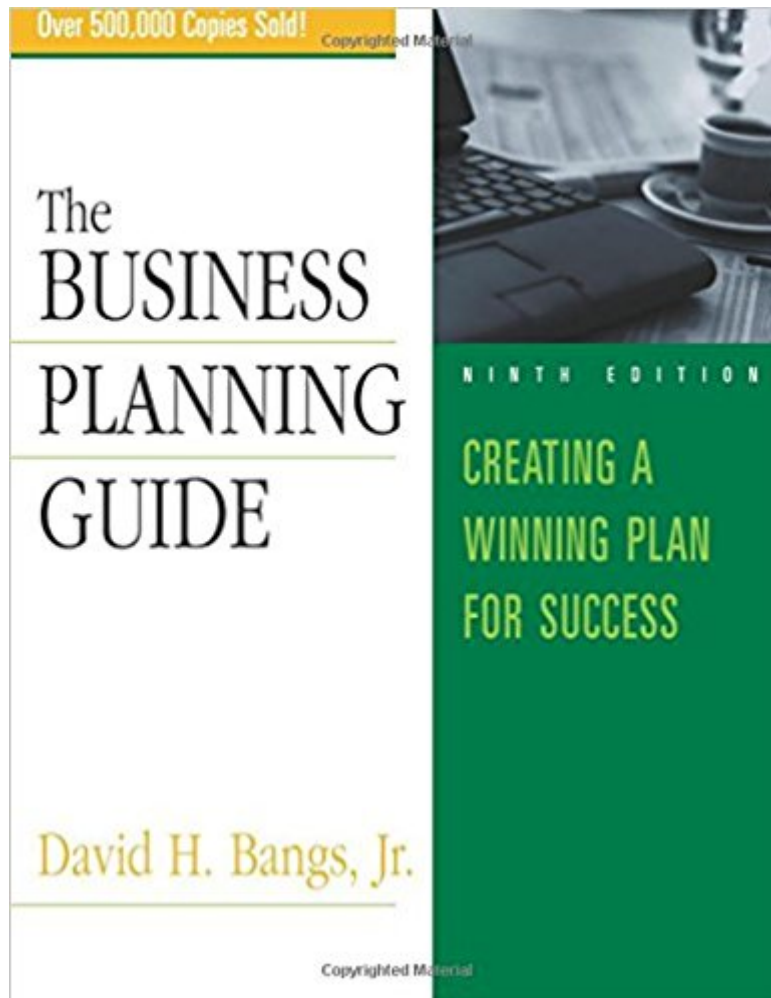




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# **The Business Planning Guide**



## Synopsis

David H. "Andy" Bangs, Jr., is a longtime entrepreneur, founder of Upstart Publishing Company, bestselling author, and former banker. Calling himself "Writer, Sailor, Appreciator" (not necessarily in that order), Bangs's genial insights on building businesses have made him one of the most sought-after experts on business planning. From his home base on the coast of New England, he has penned such perennial business classics as *The Market Planning Guide* and *The Start-Up Guide* and has coauthored numerous others.

## Book Information

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## Customer Reviews

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Came in good shape!

I took a class offered by our local SCORE office entitled "Plan Your Way to Increased Growth &

Profits" and this was the recommended reading. However, the SCORE hand-outs were MUCH more useful for an existing business. This book is all about launching a new business, estimating your market, applying for funding, planning your staff and facility. In that respect it looked OK, but I found it to be completely worthless for my purposes as the owner of an existing business looking for ways to plan for growth.

Here's the recommended course reading for leaders of existing businesses or new businesses alike, according to mentors in the SBA (U.S. Small Business Administration). I particularly enjoyed the advice on measuring cash flow, using plain terms, demystifying the finer details of book keeping. This is a basic study on the multitude of tasks required to run a serious operation on a small scale and an indispensable resource when combined with the guidance of a professional.

I did not receive the copy of this book that was advertised. I instead received a book from 1985. Not happy.

Very good, still working on my business plan! Very easy to follow and I think everyone should read this if you're planning on creating your own business!

This book gives a great background on how to present your ideas when writing up your business plan. Especially for those needing venture capital the book provides sound advice on how to convince others that your business is worth supporting. Has an excellent section on financing and shows some sample business plans.

I use Mr Bang's book The Market Planning Guide all the time. This book is not as useful, its a bit dated and incomplete.

Needed for school.. fabulous price and saved a ton of money!!!

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