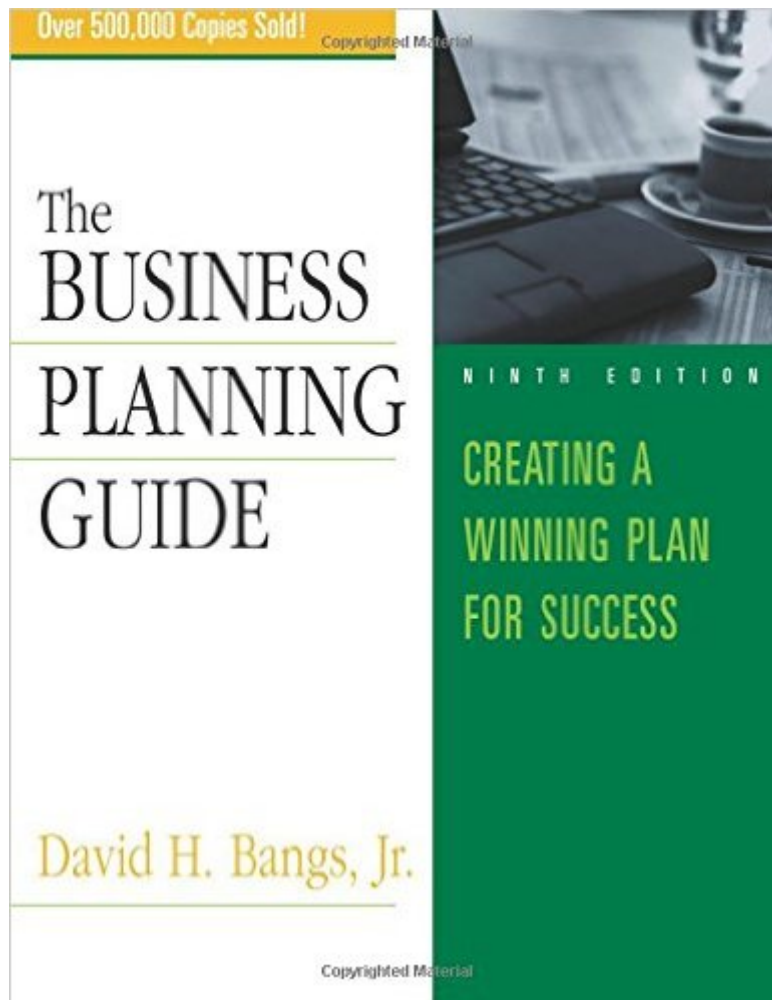


The book was found

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

Series: Business Planning Guide

Paperback: 256 pages

Publisher: Kaplan Business; Ninth edition (June 15, 2002)

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Average Customer Review: 3.9 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #228,410 in Books (See Top 100 in Books) #97 in [Books > Business & Money > Management & Leadership > Planning & Forecasting](#) #177 in [Books > Business & Money > Small Business & Entrepreneurship > Marketing](#) #699 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

Customer Reviews

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 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.

The most recent version of this book (6th) is 2002, so the info is very old (in internet terms) but the principles are outstanding! Only about 150 pages of ideas (the rest is fill in the blank repeated) I put the extensive questionnaire in Excel so that I can share with others in my company and we can each fill in our own answers, then merge. I highly recommend.

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.

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!

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

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