



# The Business Plan Workbook: The Definitive Guide to Researching, Writing Up and Presenting a Winning Plan

By Colin Barrow, Paul Barrow, Robert Brown

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Without a business plan, no bank, venture capital house, or corporate parent will consider finance for a start up, expansion or venture funding.

Written for entrepreneurs, executives, and students, *The Business Plan Workbook* is a guide to all aspects of business planning. Based on methodology developed at the Cranfield School of Management and using successful real-life business plans, *The Business Plan Workbook* brings together the process and procedures required to produce that persuasive plan. The case examples in this edition have been updated and include a cross-section of businesses at various stages in their development.

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#### About the Author

**Colin Barrow** is the author of more than 30 books in the fields of entrepreneurship, business management and international property development, and he has authored or co-authored ten books in the Dummies series. His books have been published by the BBC, The Economist, John Wiley and Kogan Page. Following a career in business where he held senior staff and line positions, including that of managing director of a substantial manufacturing enterprise with multi-plant and multi-country operations, he was Head of the Enterprise Group at Cranfield School of Management, a leading International Business School. He has lectured, researched and collaborated with colleagues in business schools in the UK, US, Canada, Australia, Asia and throughout Europe. He is the author of *The Business Plan Workbook* and *Cut Costs Not Corners* (Kogan Page).

**Paul Barrow** is an author, a Visiting Professor at Cranfield, and also a consultant advising SMEs on growth strategies.

**Robert Brown** was formerly head of PR at McCann Erickson. He is currently Managing Director of Stainforth PR, now part of the TBWA Group, where his clients include Nissan and Kellogg's. He is Visiting Professor in PR at Manchester Metropolitan University in the UK.

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