



# The One Page Business Plan for the Busy Executive

*Jim Horan, Tom Peters*

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Finally... a simple business planning process for very busy executives... Bankers and Boards of Directors require them. Business educators advocate them. And venture capitalists won't give you the time of day without one... yet most executives remain frustrated with their business plan process because it is too complex and too time consuming! The One Page Business Plan for the Busy Executive truly simplifies planning! This highly effective process has been used by thousands of senior executives since 1994. This book contains thought-provoking assessments, helpful fill-in-the-blank templates, powerful examples that truly simplify the process of getting an executive's plan out of their head and onto paper!

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