



Dynamic Business Planning Basics: An Adaptable Planning Process for Disruptive Times

By Carol Fatuzzo

Createspace, United States, 2010. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****. Dynamic Business Planning Basics is a guide to an effective business planning process that is appropriate for use in disruptive economic times such as ours. It is not meant to be a comprehensive treatise on business plans. Instead, it focuses on the planning PROCESS itself, not the written plan. It teaches a simple, 7-step planning methodology for building a strong business plan framework and then outlines an approach for using this methodology to create a Living Business Plan. What is a living business plan? It is a dynamic but simple document customized for a particular business. It is specific enough to provide a roadmap that can be followed, but not so complex that those using it get lost in the details. It is a plan with adaptability built into the process for maintaining it in order to allow for rapid changes in course as roadblocks are encountered in today's changing world. Who needs another business planning book? Think about it. Is your business healthy? Are you satisfied with the results in these difficult economic times? Are...

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