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The New Business Road Test: What entrepreneurs and executives should do before writing a business plan (3rd Edition)

John Mullins

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Starting your own business is a daunting task. No matter how talented you are, no matter how much capital you have, no matter how good your business plan is, if you're pursuing a fundamentally flawed opportunity you're heading for failure. So before spending time and money on a new enterprise it's vital to know if your idea is actually going to work in practice. *The New Business Road Test* shows you how to avoid the obvious mistakes that everyone else makes.

The new edition of this best-selling book features:

• A new version of the 7 domains model.

• Updated case studies that reflect the changes that have happened in the last four years.

• Chapter 13 has been rewritten to make the Industry Analysis Checklist more understandable.

• A new author run companion website for readers to access extra information.

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