

Creating Business Plans (HBR 20-Minute Manager Series)

Harvard Business Review



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A well-crafted business plan generates enthusiasm for your idea and boosts your odds of success—whether you're proposing a new initiative within your organization or starting an entirely new company. *Creating Business Plans* quickly walks you through the basics. You'll learn to:

- Present your idea clearly
- Develop sound financial plans
- Project risks—and rewards
- Anticipate and address your audience's concerns

About HBR's 20-Minute Manager Series:

Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic.

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