



Manager's Guide to Business Planning (Briefcase Books (Paperback))

Peter J. Capezio

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One simple thing usually makes the difference between business success and failure: a well-laid plan. Whether you want to enact a long-term strategic initiative or set short-term revenue targets, *Manager's Guide to Business Planning* provides the tools and techniques for developing a workable plan everyone will support. You'll learn how to:

- Measure success
- Prioritize initiatives
- Run business reviews
- Create a budget
- Engage employees

There's no reason to experience false starts, waste money, or dissatisfy customers in your business endeavors. *Manager's Guide to Business Planning* has tried-and-true methods that can be applied to any situation.

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