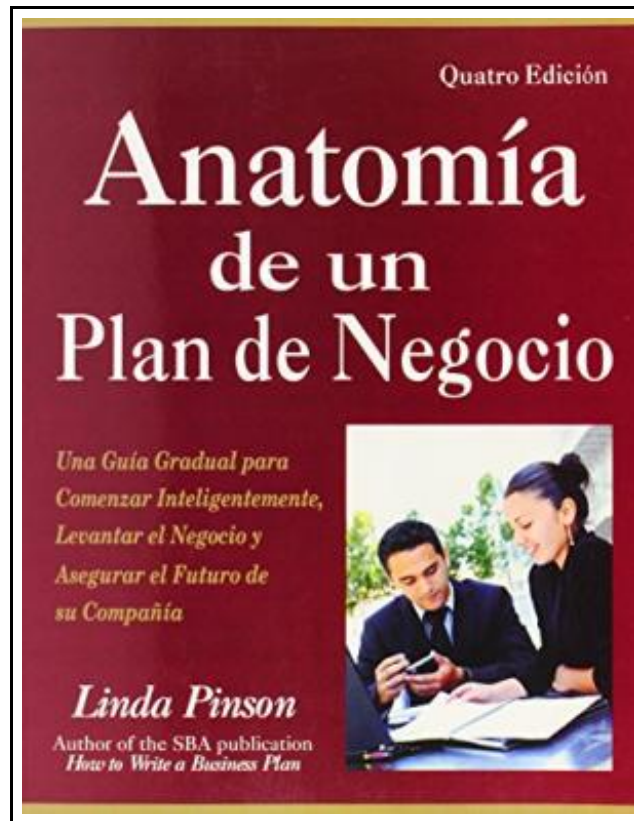


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Out of Your Mind. Into The Marketplace,U.S., United States, 2011. Paperback. Book Condition: New. 4th Quatro ed. 279 x 216 mm. Language: Spanish . Brand New Book. A Spanish translation of the bestselling Anatomy of a Business Plan, this book will help non-English-speaking Hispanic and bilingual Hispanic business owners through the planning process. Packed with resources, sample forms, worksheets, examples, and two fully developed plans, the guide will help Spanish-reading entrepreneurs create an effective, results-oriented plan quickly and easily. New in this fourth edition are sections on developing an exit strategy, financial assumptions, and product-market analysis, as well as an all-new resource section including extensive links to marketing and financial research sites. Una traduccion al espanol del best seller Anatomy of a Business Plan, este libro ayudara a los empresarios hispanos bilingues yalos que no hablan el ingles a lo largo del proceso de la planificacion. Llena de recursos, formularios de muestra, hojas de ejercicios, ejemplos y dos planes reales completamente desarrollados, esta guia ayudara a propietarios de negocio hispanohablantesa crear de manera rapida y facil un plan efectivo y centrado en los resultados. Se incluyen por primera vez en esta cuarta edicion secciones que tratan sobre el desarrollo de una estrategia de salida, suposiciones financieras y analisis del mercado de productos, asi como una seccion de recursos completamente nueva que incluye una lista extensa de enlaces a sitios en Internet de investigacion de mercadotecnia y financiera.



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