

**Third edition**

# **THE DEFINITIVE BUSINESS PLAN**

**Richard Stutely**

**The fast track to intelligent planning for  
executives and entrepreneurs**

# Praise for *The Definitive Business Plan*

// Richard Stutely's clear, no-nonsense writing style and his mastery of the subject, makes this a very valuable book indeed. The relation of the material to non-profit organisations definitely helped me in my role at the Chamber.'

MARTIN, F. BRECKNOCK, FORMER DIRECTOR, CANADIAN CHAMBER OF COMMERCE OF THE PHILLIPPINES

// Today's constant turbulence within the economic and commercial landscapes of Europe and Asia calls to attention the importance of effective business planning. This 3rd edition of *The Definitive Business Plan* provides an in-depth and clear framework for the understanding, development, and execution of a world-class business plan. I continue to use *The Definitive Business Plan* as one of the main readings for global business seminars I teach at the university. Moreover, as a CEO & President of a boutique consulting firm, this book remains a trusted reference for business projects. With certainty, I can state that this dynamic book on business planning serves as a valuable asset to both business students and professionals at large.'

JOSEPH S. CABUAY, ASSISTANT PROFESSOR FOR INTERNATIONAL BUSINESS & GLOBAL AFFAIRS, DIVISION OF INTERNATIONAL STUDIES, HANYANG UNIVERSITY, SEOUL, KOREA; CEO & PRESIDENT, OMEGA GLOBAL BUSINESS CONSULTING LTD. – INTERNATIONAL TRAINING & BUSINESS DEVELOPMENT SERVICES, SEOUL, KOREA; SENIOR CONSULTANT AND SALES PARTNER, HOLDEN INTERNATIONAL LTD. – COMPETITIVE SALES STRATEGY & POLITICAL & RELATIONSHIPS ALIGNMENT TRAINING, CHICAGO, USA

// I have read tens of books on business plans and this has got to be the most thorough.'

PATRICIA O'SULLIVAN, INNOVATION & ENTERPRISE LECTURER, TRINITY COLLEGE, DUBLIN, IRELAND

// Brilliant book. I wouldn't recommend writing a plan without it.'

DR WADE EDWARDS, MANAGING DIRECTOR, ATL-HYDRO SOUTH AFRICA

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