

GLOBAL  
EDITION



# Preparing Effective Business Plans

*An Entrepreneurial Approach*

SECOND EDITION



Bruce R. Barringer

ALWAYS LEARNING

PEARSON

# PREPARING EFFECTIVE BUSINESS PLANS

AN ENTREPRENEURIAL APPROACH

SECOND EDITION

GLOBAL EDITION

**Bruce R. Barringer, Ph.D.**

*Oklahoma State University*

PEARSON

Boston Columbus Indianapolis New York San Francisco Upper Saddle River  
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