

Strategic Planning for Smaller Businesses: Improving Corporate Performance and Personal Reward

Curtis, David A.

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Strategic Planning For Smaller Business Improving Corporate Performance And Personal Reward

**Paul-Arthur Fortin, Fondation de
l'entrepreneurship**



Strategic Planning For Smaller Business Improving Corporate Performance And Personal Reward:

Strategic Planning for Smaller Businesses David A. Curtis, 1984 *Strategic Planning for Smaller Businesses* David Arnold Curtis, 1983 *Wisconsin Small Business Forum*, 1985 *Small Business Management* Hasanraza Ansari, This book is a general introduction to managing a small business The book is meant to be a general and simplified introduction to the subject matter This book treats small business management as a practical human activity rather than as an abstract theoretical concept The hope is to teach concepts that can be immediately applied to real world experiences and case studies This book incorporates the use of technology and e business as a way to gain a competitive advantage over larger rivals Technology is omnipresent in today's business world and small businesses must use it to their advantage Practical discussions and examples of how a small business can use these technologies without having extensive expertise or expenditures are found within the readings Cash flow is extremely important to small businesses This book explicitly acknowledges the constant need to examine how decisions affect cash flow by incorporating cash flow impact content As the lifeblood of all organizations cash flow implications must be a factor in all business decision making Finally this book recognizes the need to clearly identify sources of customer value and bring that understanding to every decision Decisions that do not add to customer value should be seriously reconsidered London Business School Small Business Bibliography, 1983 **Advertising and Sustainable Competitive Advantage in the Small Firm** Sally Ann Harris, 2000 Selected Bibliography of Materials on Small Business in the Illinois State Library Collection Larry L. Weyhrich, 1991 *Subject Guide to Books in Print*, 1993 **The Academy of Management Review** Academy of Management, 1983 **Devenez entrepreneur** Paul-Arthur Fortin, Fondation de l'entrepreneurship, 1992 Objectifs de cette seconde édition promouvoir un Québec plus entrepreneurial valoriser l'entreprise surtout la PME présenter l'itinéraire logique d'un entrepreneur en puissance proposer un processus de lancement d'entreprise En annexe un modèle de plan d'affaires

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