



# How to Really Create a Successful Business Plan: Third Edition

*By David E. Gumpert*



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### **Editorial Review**

#### **About the Author**

David E. Gumpert is an expert on small-business planning, management, and communications. He was small-business editor of the Harvard Business Review for seven years before serving as a senior editor of Inc. magazine. He has written two other highly popular Inc. books, How to Really Create a Successful Marketing Plan and How to Really Start Your Own Business. He is president of NetMarquee OnLine Services Inc., in Needham, Massachusetts, which provides information resources to entrepreneurs via the Internet.

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