

## Business Plans Kit For Dummies 3rd Edition

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Steven Peterson and Peter Jaret wrote the first edition of Business Plans Kit For Dummies, which was released in 2001. Steven Peterson is founder and CEO of Strategic Play, a management training company specializing in software tools designed to enhance business strategy, business planning, and general management skills. He's the creator of the Protean Strategist, a business simulation that reproduces a dynamic business environment where participant teams run companies and compete against ...

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