



## 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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