



## BUSINESS PLANS AND MARKETING PLANS

**What is a “BUSINESS PLAN”?** A business plan is a detailed proposal to raise equity capital.

### A multi-volume Reference collection of Business Plans:

*Business Plans Handbook; A Compilation of Actual Business Plans Developed by Small Businesses Throughout North America* Ref HD62.7 .B865 Business Reference

### Internet sites for Business Plans:

*Business Plan Archive* <http://www.businessplanarchive.org/> Free registration.  
*Bplans.com.* <http://www.bplans.com/> For sample plans. Select "Samples" tab.

**Books on business plans:** To find others use the **Library Catalog.** Select the **Keyword <K>**; enter: business plan or business plans. Some representative titles:

Bygrave and Zacharakis, eds. *The Portable MBA in Entrepreneurship* 3<sup>rd</sup> ed. HD62.5 .B94 2004.

Chambers. *The Entrepreneurs Guide to Writing Business Plans* ... HD 62.5 C423 2008

McKeever. *How to Write a Business Plan* HD30.28 .M3839 2007

Osteryoung. *So you Need to Write a Business Plan!* HD62.5 .O88 2003

Pinson. *Anatomy of a Business Plan; A Step By Step Guide To Building A Business And Securing Your Company's Future* HD30.28 .P 5 2005

Rogoff. *Bankable Business Plans.* HD 30.28 .R644 2004

Rule. *Rule's Book of Business Plans for Startups.* HD 62.5 .R85 2004

Timmons. *Business Plans that work.* HD 30.28 .T5766 2004

### How do I find articles that discuss business plans?

*Business Full Text* (Wilson Web) **Databases**

*ABI/Inform Global* **Databases**

Enter: business plan or business plans and a key word that describes your type of business.

**What is a “MARKETING PLAN”?** A marketing plan is a forecast of consumer demand for a product or service. A marketing plan can be one segment of a business plan.

## **An Internet site for Marketing Plans:**

*KnowThis.com* <http://www.knowthis.com/> Tutorials link for “How to Write a Marketing Plan”.

**Books on marketing plan:** To find others use the **Library Catalog**. Select the **Keyword <K>**; enter: marketing plan or marketing plans. Some representative titles:

Marketing Plans often are included as a portion of books that present a broader overview of marketing. Look through titles in call numbers HD30.28 and HF5415 to 5415.13

Cohen. *The Marketing Plan* HF5415.13 .C6348 2001

*The Dartnell Marketing Manager's Handbook* Ref HF5415.13 .D35 Part 5, “Developing the Marketing Plan”, is a series of survey articles.

Hill. *Radical Marketing : From Harvard To Harley, Lessons From Ten That Broke The Rules And Made It Big* HF5415.13 .H547 1999

Johnson. *Powerhouse marketing Plans; 14 Outstanding Real-life Plans and What You Can Learn From Them to Supercharge Your Own Campaigns* HF5415.13 J5878 2004

Lehmann. *Analysis for Marketing Planning* HF5415.13 .L395 2005

McDonald. *Marketing Plans that Work.* HF5415.13 .M3154 2002

Nykiel. *Marketing Your Business; a Guide to Developing a Strategic Marketing Plan* HF5415.135 .N957 2003

Stevens, Robert, et al. *Marketing Planning Guide* HF 5415.13 S874 2006

Westwood. *The Marketing Plan; a Step-by-step Guide* HF5415.13 .W48 2002

Wood. *The Marketing Plan Handbook* HF5415.13 .W66 2008

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