



Sales and Market Forecasting for Entrepreneurs

(Entrepreneurship and Small Business Management Collection)

Tim Berry

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This book, written by a 30-year veteran in planning, market research, and running a business, shows you how to educate your guesses with real world common sense, to make practical business forecasts, and to use them to manage your business better. While it goes through some of the more sophisticated techniques as well, its focus is on what people really use. The book includes cases, stories, examples, and real experience.



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