



Will It Fly? How to Know if Your New Business Idea Has Wings. Before You Take the Leap (Hardback)

By Thomas K. McKnight

Pearson Education (US), United States, 2003. Hardback. Condition: New. Revised ed.. Language: English . Brand New Book. Will your new business idea fly? Find out upfront, before you invest one dime! Will It Fly? introduces the first intuitive, practical tool for assessing and refining new business ideas. Fast, confidential, and reliable, it addresses 44 key elements of success, distilling experience from more than 200 business launches. Use it to fine-tune your idea. protect yourself and your investors. quickly evaluate multiple options. and dramatically improve your odds of success. Indispensable for every entrepreneur, investor, and advisor. even corporate planners and intrapreneurs !.



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