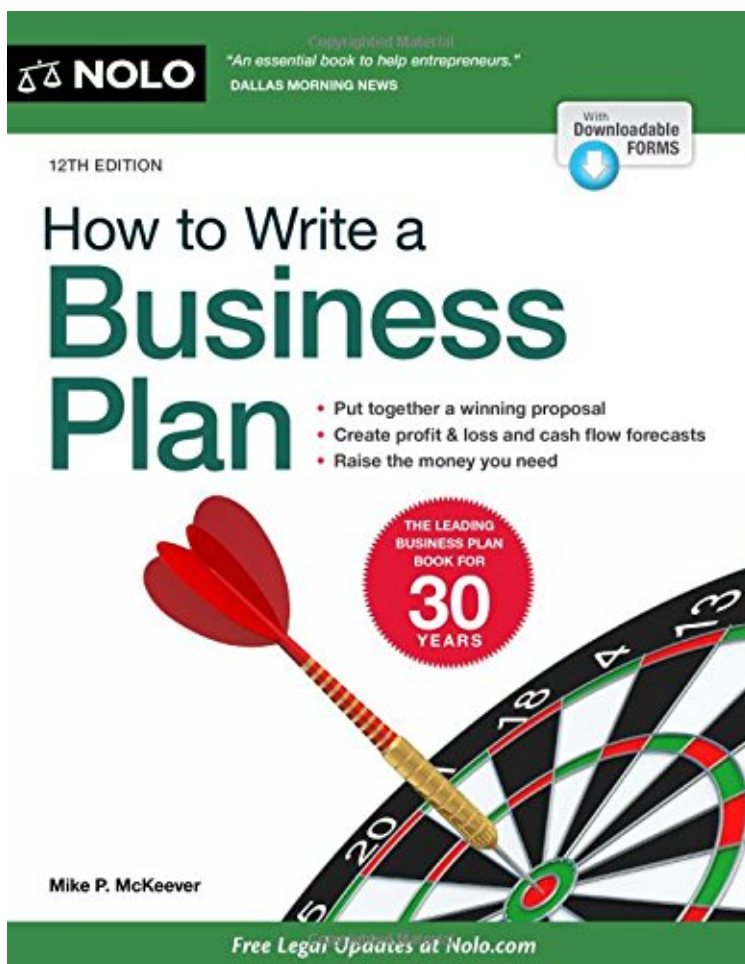




Mike McKeever

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## How to Write a Business Plan

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About the Author Mike McKeever has a B.A. in Economics from Whittier College, a Masters in Economics from the London (England) School of Economics and has done post-graduate work in financial analysis at the USC Business School. Mike has taught classes at numerous community colleges in entrepreneurship and small business management. He has published articles on entrepreneurship for Dow Jones publications, the Sloan Publications Business Journal and numerous newspapers and periodicals. Mike runs a company, Business Plan Workshop, in which his business plan book features prominently