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BusinessNews Publishing : Summary: Start at the End: Review and Analysis of Lavinsky's Book before purchasing it in order to gauge whether or not it would be worth my time, and all praised Summary: Start at the End: Review and Analysis of Lavinsky's Book:

The must-read summary of Dave Lavinsky's book: "Start at the End: How Companies Can Grow Bigger and Faster by Reversing Their Business Plans". This complete summary of the ideas from Dave Lavinsky's book "Start at the End"

shows that the best way to write a business plan is to reverse the normal order. In his book, the author explains that you should start by defining what your end game is and then work backwards to identify what you need to be doing now in order to reach that end goal. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "Start at the End" and find out the new way to write your business plan that will ensure you stay on the path to reach your ultimate goal.