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D R Kulkarni | British Library Ahmedabad



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Ebrary Subject wise Analysis

Subjects	Number of books
Generalities	1111
IT	1036
Philosophy	1585
Social Science	12,228
Economics	2698
Law	937
Public Admin	1979
Language	789
Physics	378
Chemistry	165
Geology	146
Biology	360
Botany & Zoology	34 & 132
Technology & Engineering	1442
Medicine	2047
Arts	1463
Literature	2318
History & Geography	2532
Management in general	1626

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Windows Internet Explorer
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File Edit View Favorites Tools Help

★ ebrary: New Account

Home RSS Print Page Tools

ebrary Demonstration All ebrary documents

Info Search QuickView **Bookshelf** English | My Settings | Sign In | Help

Create Your User Account

Creating your account gives you the ability to:

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Internet 100%

Ebrary reader: Quik view



The screenshot shows a web browser window displaying the Ebrary reader interface. The address bar shows the URL: <http://site.ebrary.com/lib/igroupdemo/docDetail.action?docID=5006762&p00=economy%20of%20india>. The page title is "iGroup Demonstration Site". The user is signed in as "igroupinfotech". The search bar contains "English learning". The document title is "World of Information Business Intelligence Reports" with "Business" highlighted in red. The copyright notice is "Copyright © 2001 Walden Publishing Ltd". The main text is a copyright notice: "Apart from any fair dealings for the purposes of research or private study, or criticism or review, as permitted under the Copyright, Designs and Patents Act, 1988, this publication may only be reproduced, stored or transmitted, in any form or by any means, with the prior permission in writing of the publishers or in the case of reprographic reproduction in accordance with the terms of licences issued by the Copyright Licensing Agency. Enquiries concerning reproduction outside the terms should be sent to the publisher at the following address: Walden Publishing Ltd, 2 Market Street, Saffron Walden, Essex CB10 1HZ, UK, Tel: +44 (0)1799 521150, Fax: +44 (0)1799 524805, E-mail: waldenpub@easynet.co.uk". The right sidebar shows "Document Annotations" with a list of notes: "2 Apart from any fair dealings for...", "2 Business", "2 business intelligence report", "18 Atlantic prosperity Although 2000 marked the...", and "18 Your note here". The bottom of the browser shows the Windows taskbar with the Start button and several open applications: Reliance Netconnect, Pakistan Business Int..., ebrary, Microsoft PowerPoint..., and igrupdemo passwor... The system clock shows 21:33.

Simple search

ebrary: Simple Search : "business plan" - Windows Internet Explorer

http://itsite.ebrary.com/lib/demo2/search.action?p00=%22business+plan%22&search=Search+ebrary

File Edit View Favorites Tools Help

ebrary: Simple Search : "business plan"

ebrary Demonstration All ebrary documents

Info Search QuickView Bookshelf

Signed in as: htin English | My Settings | Sign Out | Help

"business plan" Search ebrary Advanced All Subjects

BOOK RANK CHAPTER RANK RECENT

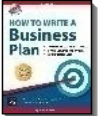
▼ Focus your search by selecting an additional subject below.


<input type="checkbox"/> New Business Enterprises	<input type="checkbox"/> Business Planning	<input type="checkbox"/> Entrepreneurship	<input type="checkbox"/> Finance	<input type="checkbox"/> Handbooks, Manuals, Etc
<input type="checkbox"/> Popular Works	<input type="checkbox"/> United States	<input type="checkbox"/> Planning	<input type="checkbox"/> Marketing	<input type="checkbox"/> Small Business
<input type="checkbox"/> Venture Capital	<input type="checkbox"/> Business Enterprises	<input type="checkbox"/> Management	<input type="checkbox"/> Case Studies	<input type="checkbox"/> Law And Legislation


Search ebrary


Showing 1 - 20 of 2,155 documents

Sort results by: Relevance | Title | Contributor | Publisher | Date

 [How to Write a Business Plan \(8th Edition\)](#) ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2007
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#), [New business enterprises](#) -- [Finance](#), [Small business](#) -- [Finance](#)
[Show Table of Contents](#) [Find Similar](#)

 [How to Write a Business Plan \(7th Edition\)](#) ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2005
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#), [New business enterprises](#) -- [Finance](#), [Small business](#) -- [Finance](#)
[Show Table of Contents](#) [Find Similar](#)

 [How to Prepare a Business Plan \(4th Edition\)](#) ebrary Reader
Author: [Blackwell, Edward](#)
Publisher: [Kogan Page, Limited](#)
Released: 2004
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#)
[Show Table of Contents](#) [Find Similar](#)

 [How to Write a .com Business Plan : The Internet Entrepreneur's Guide to Everything You Need to Know about Business Plans & Financing Options](#) ebrary Reader

Focus search

Windows Internet Explorer browser window showing the ebrary website search results for "business plan".

Address bar: <http://itsite.ebrary.com/lib/demo2/search.action?p00=%22business+plan%22&search=Search+ebrary>

Search results for "business plan":

- Search filters: BOOK RANK, CHAPTER RANK, RECENT
- Subject filters:
 - New Business Enterprises
 - Popular Works
 - Venture Capital
 - Business Planning
 - United States
 - Business Enterprises
 - Entrepreneurship
 - Planning
 - Management
 - Finance
 - Marketing
 - Case Studies
 - Handbooks, Manuals, Etc
 - Small Business
 - Law And Legislation
- Search button: Search ebrary

Showing 1 - 20 of 2,155 documents

Sort results by: Relevance | Title | Contributor | Publisher | Date

Search results list:

- How to Write a Business Plan (8th Edition)** ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2007
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#), [New business enterprises](#) -- [Finance](#), [Small business](#) -- [Finance](#)
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- How to Write a Business Plan (7th Edition)** ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2005
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#), [New business enterprises](#) -- [Finance](#), [Small business](#) -- [Finance](#)
[Show Table of Contents](#) [Find Similar](#)
- How to Prepare a Business Plan (4th Edition)** ebrary Reader
Author: [Blackwell, Edward](#)
Publisher: [Kogan Page, Limited](#)
Released: 2004
Subjects: [Business planning](#), [New business enterprises](#) -- [Planning](#)
[Show Table of Contents](#) [Find Similar](#)
- How to Write a .com Business Plan : The Internet Entrepreneur's Guide to Everything You Need to Know about Business Plans & Financing Options** ebrary Reader

Advance search

ebrary: Advance Search : all:"business plan" AND subject:"Business Planning" - Windows Internet Explorer

http://itsite.ebrary.com/lib/demo2/search.action?adv.x=1&p00=%22business+plan%22

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ebrary Demonstration All ebrary documents

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"business plan" Search ebrary Hide Advanced Option All Subjects

BOOK RANK CHAPTER RANK RECENT

Click the "Search ebrary" button when you've finished describing your search.

Search in Text and Key Fields for "business plan" + -

... and in Subject for "Business Planning" + -

... and in Text and Key Fields for + -

▼ Focus your search on the subject below.

- Strategy
- Market
- United States
- Text
- Subject
- Title
- Author
- Publisher
- Dewey Decimal Number
- ISBN
- LC Call Number
- Publication Year
- Document Type
- Document Language
- Finance
- New Business Enterprises
- Entrepreneurship
- Business Enterprises
- Handbooks, Manuals, Etc
- Asia
- Management
- International Business Enterprises
- Industrial Management
- Small Business
- Planning
- Management Games

Showing 1 - 20 of 20 results

Sort results by: Relevance | Title | Contributor | Publisher | Date

How to Prepare a Business Plan (4th Edition) ebrary Reader
Author: [Blackwell, Edward](#)
Publisher: [Kogan Page, Limited](#)
Released: 2004
Subjects: [Business planning](#), [New business enterprises -- Planning](#).
[Show Table of Contents](#) [Find Similar](#)

How to Write a Business Plan (8th Edition) ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2007
Subjects: [Business planning](#), [New business enterprises -- Planning](#), [New business enterprises -- Finance](#), [Small business -- Finance](#).
[Show Table of Contents](#) [Find Similar](#)

How to Write a Business Plan (7th Edition) ebrary Reader
Author: [McKeever, Mike](#)
Publisher: [Nolo](#)
Released: 2005
Subjects: [Business planning](#), [New business enterprises -- Planning](#), [New business enterprises --](#)

Recent searches

The screenshot shows a Windows Internet Explorer browser window displaying the ebrary website. The address bar shows the URL: <http://itsite.ebrary.com/lib/demo2/searchHistory.action?adv.x=1&p00=%22business+plan%22&f00=all&p01=%22Business+Planning%22&f01=subje>. The browser's address bar contains the text "ebrary: Recent Searches".

The ebrary website header includes the logo, the word "Demonstration", and a dropdown menu for "All ebrary documents". The navigation menu has tabs for "Info", "Search", "QuickView", and "Bookshelf". The user is signed in as "htlin" and the language is set to "English".

The search bar contains the text "h ebrary". Below the search bar are buttons for "BOOK RANK", "CHAPTER RANK", and "RECENT". A red arrow points to the "RECENT" button.

The main content area is titled "Your searches during this session" and lists three search queries:

- [all:"business plan" AND subject:"Business Planning" AND all:startup](#) (13)
- [all:"business plan" AND subject:"Business Planning"](#) (25)
- ["business plan"](#) (2,155)

There is a link for "Clear search list" below the list.

The footer contains the ebrary logo and links for "Privacy", "Terms & Conditions", "Customer Support", and "Feedback".

Chapter rank

ebrary: Chapter Rank : all:"business plan" AND subject:"Business Planning" - Windows Internet Explorer

http://itsite.ebrary.com/lib/demo2/topChapters.action?adv.x=1&p00=%22business+plan%22&f00=all&p01=%22Business+Planning%22&f01=subject

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ebrary: Chapter Rank : all:"business pl...

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Info Search QuickView Bookshelf Signed in as: htlin English | My Settings | Sign Out | Help

"business plan" Search ebrary Advanced All Subjects

BOOK RANK CHAPTER RECENT

▼ Focus your search by selecting an additional subject below.

New Business Enterprises
 Strategic Planning
 Xbri (Document Markup Language)
 Management
 Management Games
 Accounting
 Finance
 Entrepreneurship
 New Products
 Small Business
 Management Information Systems
 Electronic Commerce
 Planning
 Economic Aspects
 Computer Programs

Search ebrary

Top 20 chapters relevant to your search

- all:"business plan" AND subject:"Business Planning" AND all:startup

Rank	Chapter	Title
1	Business Plan for a Small Service Business ebrary Reader	How to Write a Business Plan (7th Edition)
A	Business Plan for a Small Service Business ebrary Reader	How to Write a Business Plan (8th Edition)
2	Business Plan for a Manufacturing Business ebrary Reader	How to Write a Business Plan (7th Edition)
3	Business Plan for a Project Development ebrary Reader	How to Write a Business Plan (7th Edition)
	Writing a business plan 1 ebrary Reader	How to Prepare a Business Plan (4th Edition)
	The very small business 3 ebrary Reader	How to Prepare a Business Plan (4th Edition)
	Section 5: Situation Analysis ebrary Reader	Successful Business Planning : Energizing Your Company's Potential
	C. Draft Your Personal Financial Statement ebrary Reader	How to Write a Business Plan (7th Edition)
	F. Break-Even Analysis: Will Your Business Make Money? ebrary Reader	How to Write a Business Plan (7th Edition)
	Some Business Plan Basics: A Process ebrary Reader	Business Plans That Work : A Guide for Small Business
	How not to write a business plan - or run a business 9 ebrary Reader	How to Prepare a Business Plan (4th Edition)
	C. Write Final Portions of Your Plan ebrary Reader	How to Write a Business Plan (7th Edition)
4	How to Use the CD-ROM ebrary Reader	How to Write a Business Plan (7th Edition)
	Retail and catering 4 ebrary Reader	How to Prepare a Business Plan (4th Edition)

Done Internet 100%

Accessing titles using the table of contents

The screenshot shows a web browser window with the ebrary website. The address bar shows the URL: <http://itsite.ebrary.com/lib/demo2/search.action?tab=list&adv.x=1&p00=%22business+plan%22&f00=all&p01=%22Business+Planning%22&f01=sut>. The search results for the book "Business Plans That Work: A Guide for Small Business" are displayed. The book cover is on the left, and the table of contents is in the center. Below the table of contents are two other book results: "Manage to Win" and "If You're So Brilliant How Come You Don't Have an E-Strategy?: The Essential Guide to Online Business".

Business Plans That Work : A Guide for Small Business [ebrary Reader](#)

Author: [Timmons, Jeffrey A.](#) [Spinelli, Stephen](#) [Zacharakis, Andrew](#)
Publisher: [McGraw-Hill Companies, The](#)
Released: 2004
Subjects: [Business planning.](#) [Small business.](#) [Entrepreneurship.](#)

[Hide Table of Contents](#) [Find Similar](#)

Rank	Chapter
	Terms of Use
	Want to learn more?
	Contents
	Preface
	Chapter 1 - Entrepreneurs Create the Future
	Entrepreneurship in America
	Understanding Yourself
	The Nature of Opportunity
	Chapter 2 - Before You Start Writing Your Plan: Asking the Right Questions
	Chapter 3 - Getting Started
	Chapter 4 - Industry: Zoom Lens on Opportunity
	Chapter 5 - Company and Product Description: Selling Your Vision
	Chapter 6 - Marketing Plan: Reaching the Customer
	Chapter 7 - Operations and Development: Execution
	Chapter 8 - Team: The Key to Success
	Chapter 9 - The Critical Risks and Offering Plan Sections
	Critical Risks: Understanding the Critical Drivers of Your Success
	Offering Plan: How Much Do You Need?
	Chapter Summary
	Chapter 10 - Financial Plan: Telling Your Story in Numbers
	Chapter 11 - Conclusion
	Appendix 1. Quick Screen Exercise
	Appendix 2. Business Plan Guide Exercise
	Appendix 3. Fossa Business Plan
	Appendix 4. Sample Presentations
	Index

Manage to Win [ebrary Reader](#)

Author: [Paley, Norton](#)
Publisher: [Thorogood](#)
Released: 2005
Subjects: [Business planning.](#) [Strategic planning.](#) [Management.](#)

[Show Table of Contents](#) [Find Similar](#)

If You're So Brilliant How Come You Don't Have an E-Strategy?: The Essential Guide to Online Business [ebrary Reader](#)

Author: [Haig, Matt](#)
Publisher: [Kogan Page, Limited](#)
Released: 2002

Search within document

Business Plans That Work : A Guide for Small Business - Windows Internet Explorer

http://itsite.ebrary.com/lib/demo2/docDetail.action?docID=10065183&page=35&p00=%22business%20plan%22%20startup

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Business Plans That Work : A Guide fo...

ebrary Demonstration All ebrary documents

Info Search QuickView Bookshelf

Signed in as: htiin English | My Settings | Sign Out | Help

"business plan" startup Search ebrary Advanced All Subjects

For copying, printing, notes, highlighting, and InfoTools. ebrary Reader Page 45 (55 of 193)

Getting Started • 45

Exhibit 3.1 Taglines

Nike	<i>Just do it!</i>
Federal Express	<i>Absolutely, positively has to be there overnight</i>
McDonalds	<i>We love to see you smile</i>
Cisco Systems	<i>Discover all that's possible on the Internet</i>
Microsoft	<i>Where do you want to go today?</i>

enable you to insert a footer that you can see as you type. As you are writing, if the section doesn't build on, explain, or directly relate to the tagline, it most likely isn't a necessary component of the business plan. Rigorous adherence to the tagline facilitates writing a concise business plan.

The key to the story model is capturing the reader's attention. The tagline is the foundation, but in writing the plan you want to create a number of visual catch points. Too many business plans are text-laden, dense manifestos. Only the most diligent reader will wade through all that text to find the valuable nuggets. Help the reader by highlighting different key points throughout the plan. How do you create these catch points? Some effective techniques include extensive use of headings and subheadings, strategically placed bullet point lists, diagrams, charts, and sidebars.¹ The point is to make the document not only content-rich but visually attractive.

Now let's look at the major sections of the plan (Exhibit 3.2). Keep in mind that although there are variations, most plans have these components. It is important to keep your plan as close to this format as possible because many stakeholders are used to the format and it facilitates spot reading. If you are seeking **venture capital**, for instance, you want to facilitate quick perusal because it has been found that venture capitalists often spend as little as five minutes on a plan before rejecting it or putting it aside for further attention. If a venture capitalist (VC) becomes frustrated with an unfamiliar format, it is more likely that she will

TOC NOTES(0)

"venture capital" Search

Rank	Chapter
	Terms of Use
	Want to learn more?
	Contents
	Preface
■	Chapter 1 - Entrepreneurs Create the Future
■	Chapter 2 - Before You Start Writing Your Plan: Asking the Right Questions
■	Chapter 3 - Getting Started
▶	Chapter 4 - Industry: Zoom Lens on Opportunity
▶	Chapter 5 - Company and Product Description: Selling Your Vision
■	Chapter 6 - Marketing Plan: Reaching the Customer
▶	Chapter 7 - Operations and Development: Execution
■	Chapter 8 - Team: The Key to Success
■	Chapter 9 - The Critical Risks and Offering Plan Sections
▶	Chapter 10 - Financial Plan: Telling Your Story in Numbers
▶	Chapter 11 - Conclusion
▶	Appendix 1. Quick Screen Exercise
▶	Appendix 2. Business Plan Guide Exercise
▶	Appendix 3. Fossa Business Plan
▶	Appendix 4. Sample Presentations
	Index

Business Plans That Work : A Guide for Small Business
Timmons, Jeffrey A. (Author) Spinelli, Stephen (Author) Zacharakis, Andrew (Author)
Pages: 193
Publisher: McGraw-Hill Companies, The
Language: en

LC Call Number: HD30.28.T5766 2004eb
ISBN: 9780071412872 9780071436045
Dewey Decimal Number: 658.4/012

Internet 100%

InfoTool- Translator

The screenshot displays the ebrary Reader application window. The title bar reads "ebrary Reader - Business Plans That Work : A Guide for Small Business". The interface is divided into several sections:

- InfoTools Menu:** A vertical menu on the left with options like Define, Explain, Locate, Translate, Who, Search Document..., Search All Documents, Search Web, Search Resources, Search Catalog, Search Video, Search Audio, In The News, Highlight, Add To Bookshelf, Copy Text..., Copy Bookmark, Print Pages, Print Again, Toggle Automenu, Preferences..., Help..., and About ebrary Reader... The "Explain" option is currently selected, showing a sub-menu with Britannica, Encarta, and Wikipedia.
- Main Document Area:** Displays the text of the document. The current page is "Getting Started • 45". A sidebar on the right contains a highlighted section titled "3.1 Taglines" with the text: "Just do it! Absolutely, positively has to be there overnight We love to see you smile Discover all that's possible on the Internet Where do you want to go today?". Below this, the text discusses the importance of a visually attractive plan and mentions "a venture capitalist (VC)".
- Table of Contents (TOC):** A panel on the right showing a hierarchical list of chapters and sections, including "Chapter 3 - Getting Started" which is currently selected.
- Metadata Panel:** A panel at the bottom right providing details about the book: "Business Plans That Work : A Guide for Small Business" by Timmons, Jeffrey A. (Author); Spinelli, Stephen (Author); Zacharakis, Andrew (Author). It lists 193 pages, ISBN: 9780071412872, Publisher: Blacklick, OH, USA, Dewey: 658.4/012, Document Type: book, Publisher: McGraw-Hill Companies, The, Classification: Business planning. | Small business. | Entrepreneurship, Language: en, Original Pub. Date: 2004, L.C. Call No.: HD30.28.T5766 2004eb, and Date Published: 2004.
- Page Navigation:** At the bottom left, there is a "Sign Out" button and a page indicator showing "Page 45 (55 of 193)".
- Taskbar:** The Windows taskbar at the bottom shows various open applications including Eudora, New UI, Palm Desktop, Microsoft Excel, Yahoo!, National Ven..., and Microsoft PowerPoint.

Highlighting and notes



eberry Reader - Business Plans That Work : A Guide for Small Business

InfoTools

Getting Started • 45

Exhibit 3.1 Taglines

Nike	<i>Just do it!</i>
Federal Express	<i>Absolutely, positively has to be there overnight</i>
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Cisco Systems	<i>Discover all that's possible on the Internet</i>
Microsoft	<i>Where do you want to go today?</i>

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Capturing the reader's attention

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¹A running sidebar is a visual device positioned down the right-hand side of the page that periodically highlights some of the key points in the plan. Don't overload the sidebar, but one or two items per page can draw attention to highlights that maintain reader interest.

TOC Notes Speech Prefs

New Note Erase Erase All

Page	Type	Content
55		As you are writing, if the section doesn't build on, exp...
55		Capturing the reader's attention
55		The key to the story...
55		It is important to keep your plan as close to this
55		http://www.nvca.org/def.html

Business Plans That Work : A Guide for Small Business
Timmons, Jeffrey A. (Author) ; Spinelli, Stephen (Author) ; Zacharakis, Andrew (Author)
193 Pages
ISBN: 9780071412872 9780071436045
Publisher Loc.: Blacklick, OH, USA
Dewey: 658.4/012
Document Type: book
Publisher: McGraw-Hill Companies, The
Classification: Business planning. | Small business. | Entrepreneurship.
Language: en
Original Pub. Date: 2004
LC Call No.: HD30.28.T5766 2004eb
Date Published: 2004

Page 45 (55 of 193)

Text-to-speech



ebry Reader - Business Plans That Work : A Guide for Small Business

InfoTools [Icons]

46 • Business Plans that Work

Exhibit 3.2 *Business Plan Outline*

- I. Cover
- II. Title Page
- III. Executive Summary
- IV. Industry, Customer, and Competitor Analysis
- V. Company and Product Description
- VI. Marketing Plan
- VII. Operations Plan
- VIII. Development Plan
- IX. Team
- X. Critical Risks
- XI. Offering
- XII. Financial Plan
- XIII. Appendixes

reject it rather than try to pull out the pertinent information. Although other types of investors, such as friends, family, and angels, may be more patient than a VC, keeping the VC reader in mind will help you write a concise, effective plan that is more likely to impress all stakeholders.

Cover Page

The cover of the plan should include the following information: company name, tagline, contact person and address, phone, fax, e-mail, date, disclaimer, and copy number. Most of this information is self-explanatory, but a few things should be pointed out. First, the contact person for a new venture should be the president or another founding team member. We have seen some business plans that failed to have the contact person's name and phone number on the cover. Imagine the frustration of an excited potential investor who can't find out how to contact the entrepreneur to get more information. More often than not, that plan will end up in the rejected pile. Second, business plans should have a disclaimer along these lines:

Business Plans That Work : A Guide for Small Business
Timmons, Jeffrey A. (Author) ; Spinelli, Stephen (Author) ; Zacharakis, Andrew (Author)
193 Pages
ISBN: 9780071412872 9780071436045
Publisher Loc.: Blacklick, OH, USA
Dewey: 658.4/012
Document Type: book
Publisher: McGraw-Hill Companies, The
Classification: Business planning. | Small business. | Entrepreneurship.
Language: en
Original Pub. Date: 2004
LC Call No.: HD30.28.T5766 2004eb
Date Published: 2004

TOC Notes Speech Prefs

Read the selected text aloud

Voice: Bob

Pitch

Speed

Reset

Page 46 (56 of 193)

start [Icons] Eudora - [In] New UI and Jav... Palm Desktop Microsoft Excel ... Yahoo! Mes... Microsoft Power... ebry Reader -... EN 3:38 PM

Copying and pasting with automatic citations

The screenshot shows the ebrary Reader interface with a document titled "Business Plans That Work : A Guide for Small Business". The "InfoTools" menu is open, highlighting "Copy Text...". The text being copied is: "As you develop a multipronged advertising and promotion strategy, create schedules that show which avenues you will pursue and the associated costs. These types of schedules serve many purposes, including accurate cost estimates, which will help in assessing the total you need to raise. These schedules also build credibility of potential investors as they show that you understand your industry."

Below the ebrary Reader, a Microsoft Word window titled "Document2 - Microsoft Word" is open. The copied text is pasted into the document. The Word status bar shows "Final Showing Markup" and "Show".

Below the Word window, the following citation information is displayed:

As you develop a multipronged advertising and promotion strategy, create schedules that show which avenues you will pursue and the associated costs.

Timmons, Jeffrey A. Business Plans That Work : A Guide for Small Business. Blacklick, OH, USA: McGraw-Hill Companies, The, 2004. p 84. <http://exdemo.ebrary.com/lib/demo2/Doc?id=10065183&ppg=94>

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"global warming" [Hide Advanced Option](#) [All Subjects](#)

BOOK RANK CHAPTER RANK RECENT

Click the "Search ebrary" button when you've finished describing your search.

Search in **Text and Key Fields** ▾ for "global warming"


... and in **Collection** ▾ for **Academic Complete** ▾

Academic Complete
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Showing 1 - 20 of 2,685 documents Sort results by: Relevance | [Title](#) | [Contributor](#) | [Publisher](#) | [Date](#)



[Global Warming Desk Reference](#)
Author: [Johansen, Bruce E.](#)
Publisher: [Greenwood Publishing Group, Incorporated](#)
Released: 2001
Subjects: [Global warming.](#)



[Global Warming : The Complete Briefing](#)
Author: [Houghton, J. T.](#)
Publisher: [Cambridge University Press](#)
Released: 1997
Subjects: [Global warming.](#) [Climatic changes.](#)

The screenshot shows the ebrary website interface. At the top, there's a navigation bar with 'Info', 'Search', 'QuickView', and 'Bookshelf' tabs. A search bar contains the text 'global warming'. Below the navigation bar, there's a toolbar with navigation icons and a 'Print Range' dialog box. The dialog box has three radio buttons: 'Current Page', 'Pages from 22 to [] (Maximum 10 pages)', and 'Current Chapter'. The 'Current Chapter' option is selected. Below the dialog box, there's a 'Print' button and a 'Close' button. The main content area shows a table of contents for the book 'Global Warming: The Complete Briefing' by Houghton, J. T. The table of contents lists various chapters, including 'Introduction to the First Edition', 'Introduction to the Second Edition', 'Global Warming and Climate Change', 'The Greenhouse Effect', 'The Greenhouse Gases', 'Climates of the Past', 'Modelling the Climate', 'Climate Change under Business-as-usual', 'The Impacts of Climate Change', 'Why Should We Be Concerned?', 'Weighing the Uncertainty', 'A Strategy for Action to Slow and Stabilize Climate Change', 'Energy and Transport for the Future', 'The Global Village', and 'Glossary'. The book is published by Cambridge University Press and released in 1997. The language is English. The LC Call Number is QC961.B.G56.H68 1997eb.

Fig. 1.3
Regions where droughts and floods occurred coincided with the 1982-83 El Niño.

region of atmosphere above about 10 km in altitude) for several years before they fall into the lower atmosphere and are quickly washed out by rainfall. During this period they disperse around the whole globe and cut out some of the radiation from the sun, thus tending to cool the lower atmosphere.

One of the largest volcanic eruptions this century was that from Mount Pinatubo in the Philippines on 12 June 1991 which injected about 20 million tonnes of sulphur dioxide into the stratosphere together with enormous amounts of dust. This stratospheric dust caused spectacular sunsets around the world for many months following the eruption. The amount of radiation from the sun reaching the lower atmosphere fell by about 2 per cent. Global average temperatures lower by about a quarter of a degree Celsius were experienced for the following two years. There is also evidence that some of the unusual weather patterns of 1991 and 1992, for instance unusually cold winters in the Middle East and mild winters in western Europe, were linked with effects of the volcanic dust.

Vulnerable to change

InfoTools - Search News

The screenshot displays the InfoTools interface with a search for "global warming". The interface includes a search bar, navigation buttons, and a document viewer. A context menu is open over the search results, listing options like Copy, Print, Define, Explain, Locate, Who, and various search functions. The document viewer shows a table of contents for "Global Warming and Climate Change".

InfoTools Search Results:

- Search: "global warming"
- Page: 6 (22 of 268)
- Document: "Global Warming and Climate Change"
- Table of Contents:

Rank	Chapter
1	Contents
2	Introduction to the First Edition
3	Introduction to the Second Edition
4	Global Warming and Climate Change
5	The Greenhouse Effect
6	The Greenhouse Gases
7	Climates of the Past
8	Modelling the Climate

Search Menu:

- Copy
- Print
- Define
- Explain
- Locate
- Who
- Search all documents
- Search Library
- Search Web
- Search News
- Search Video
- Search Images
- Go To URL
- Creates Note
- ReWorks
- EndNote

CNN.com Search Overlay:

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EI Niño: Research, Forecasts and Observations
Feb 28, 2002 ... NOAA and **EI Niño**: NOAA's role in studying, predicting and mitigating the **EI Niño** Southern Oscillation (ENSO) phenomenon.
<http://www.elnino.noaa.gov/>

EI Niño Theme Page: distributed information on EI Niño
Comprehensive resource on **EI Niño** Southern Oscillation (ENSO).
<http://www.pmel.noaa.gov/tao/elnino/>

Fig. 1.3
Regions where droughts and floods occurred associated with the 1982-83 **ENSO**.

region of atmosphere above about 10 km in altitude they fall into the lower atmosphere and are quickly dispersed around the world by the radiation from the sun, thus tending to cool the atmosphere. One of the largest volcanic eruptions this century was the eruption of Pinatubo in the Philippines on 12 June 1991 which injected tonnes of sulphur dioxide into the stratosphere together with a large amount of dust. This stratospheric dust caused spectacular cooling of the lower atmosphere for many months following the eruption. The amount of cooling in the lower atmosphere fell by about 2 per cent in the tropics and by about a quarter of a degree Celsius in the mid-latitudes in the two years following the eruption. There is also evidence that some of the winters of 1991 and 1992, for instance unusually cold winters in the northern hemisphere and unusually warm winters in the southern hemisphere.

Email bookshelf folder

The screenshot shows the ebrary website interface. At the top, there is a navigation bar with the ebrary logo, the word "Demonstration", and a dropdown menu for "All ebrary documents". Below this is a secondary navigation bar with tabs for "Info", "Search", "QuickView", and "Bookshelf". The "Bookshelf" tab is active. A search bar is located below the navigation bar, with a "Search ebrary" button and links for "Advanced" and "All Subjects".

On the left side, under the heading "My Folders", there is a list of folders: "Unclassified Documents & Annotations", "All Documents & Annotations", "Business planning", and "Research". The "Research" folder is selected and highlighted. Below the list is an "Add Folder" button.

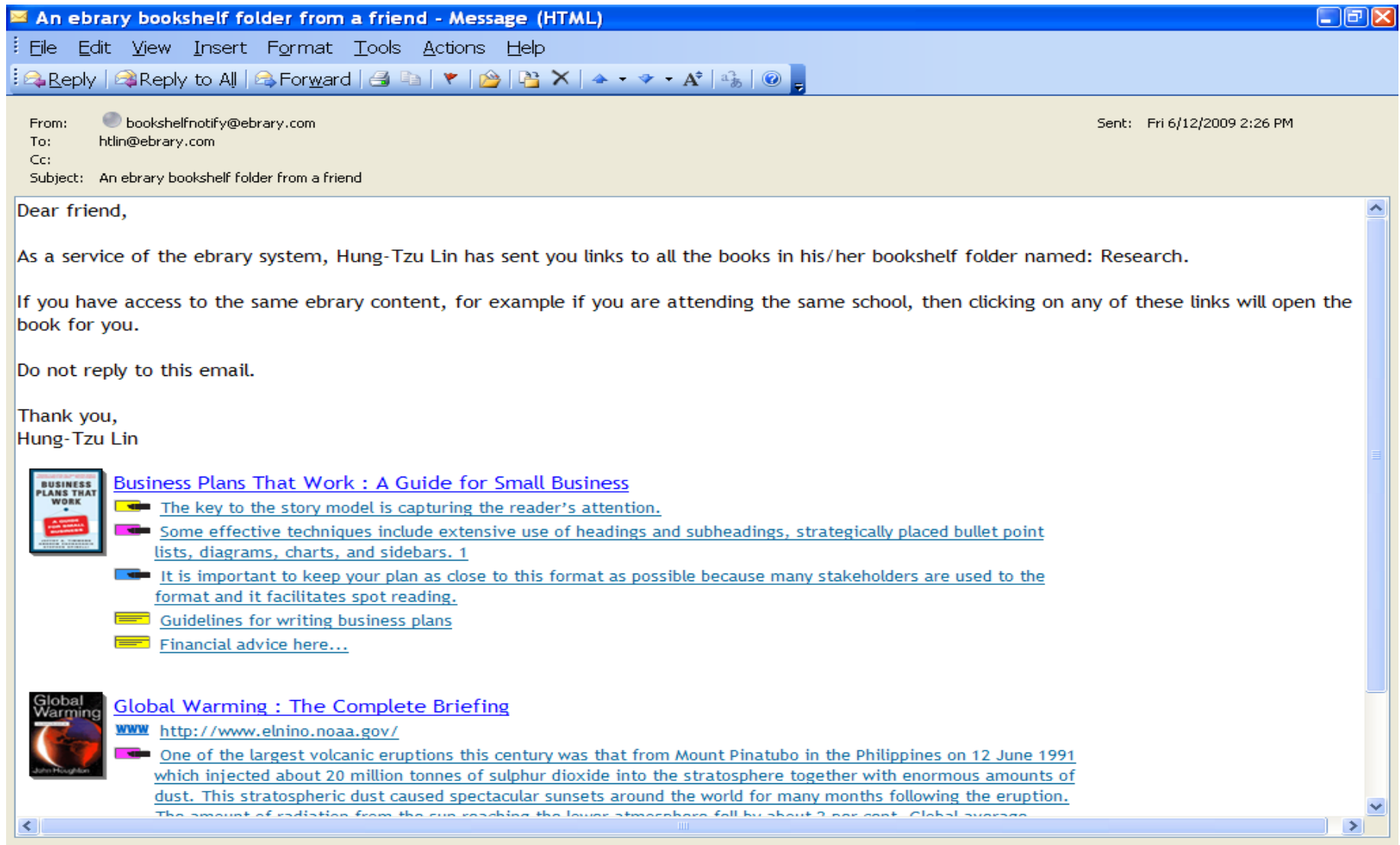
The main content area shows the details for the "Research" folder. It includes a description: "To organize your work, drag the document cover or annotation icon to a folder on the left. To open a book or note in QuickView, click on the title link." Below this, there are options to "Export entire folder to:" with buttons for "EndNote" and "RefWorks". There is also a link to "Email this folder".

An "Email my Bookshelf" dialog box is open in the foreground. It contains the following text:

Email my Bookshelf
Email the contents of this bookshelf folder...
To: (separate multiple address with commas)
htlin@ebrary.com
Subject:
An ebrary bookshelf folder from a friend
Message: (You may edit this)
Dear friend,
As a service of the ebrary system, Hung-Tzu Lin has sent you links to all the books in his/her bookshelf folder named: Research.
If you have access to the same ebrary content, for

Buttons for "Cancel" and "OK" are at the bottom of the dialog box.

Email in HTML



An ebrary bookshelf folder from a friend - Message (HTML)

File Edit View Insert Format Tools Actions Help

Reply Reply to All Forward

From: bookshelfnotify@ebrary.com
To: htlin@ebrary.com
Cc:
Subject: An ebrary bookshelf folder from a friend

Sent: Fri 6/12/2009 2:26 PM


Dear friend,

As a service of the ebrary system, Hung-Tzu Lin has sent you links to all the books in his/her bookshelf folder named: Research.


If you have access to the same ebrary content, for example if you are attending the same school, then clicking on any of these links will open the book for you.

Do not reply to this email.

Thank you,
Hung-Tzu Lin

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- The key to the story model is capturing the reader's attention.
- Some effective techniques include extensive use of headings and subheadings, strategically placed bullet point lists, diagrams, charts, and sidebars. 1
- It is important to keep your plan as close to this format as possible because many stakeholders are used to the format and it facilitates spot reading.
- Guidelines for writing business plans
- Financial advice here...

 **Global Warming : The Complete Briefing**

[www http://www.elnino.noaa.gov/](http://www.elnino.noaa.gov/)

One of the largest volcanic eruptions this century was that from Mount Pinatubo in the Philippines on 12 June 1991 which injected about 20 million tonnes of sulphur dioxide into the stratosphere together with enormous amounts of dust. This stratospheric dust caused spectacular sunsets around the world for many months following the eruption. The amount of radiation from the sun reaching the lower atmosphere fell by about 2 per cent. Global average

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