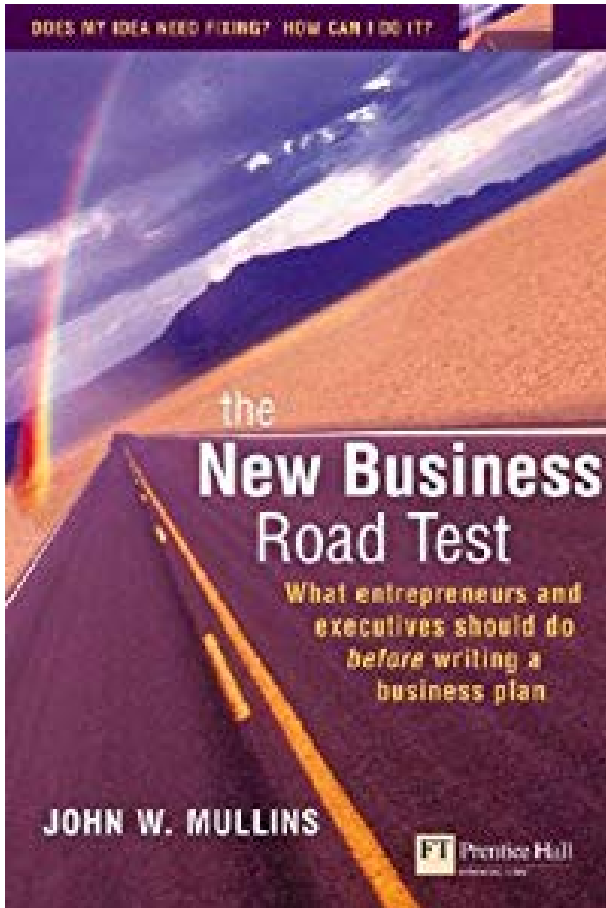


The New Business Road Test: What Entrepreneurs and Executives Should Do Before Writing a Business Plan



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The New Business Road Test shows how to assess market opportunities. Building on ones learned by studying numerous entrepreneurs, the book details the author's seven domains model for assessing new business ideas. The model is comprised of four market and industry domains and three related to the entrepreneurial team. These seven domains address the central questions in the assessment of any market opportunity: Are the market and industry attractive? Does the opportunity offer compelling customer benefits as well as distinct advantage over othe solutions to the customer's needs? Can the team deliver the results they seek and promise to others?