
Colin Barrow


DESCRIPTION

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ABOUT THE AUTHOR

Professor Colin Barrow was until recently Head of the Enterprise Group at Cranfield School of Management, where he founded and directed the Business Growth and Development Programme, the UK's most successful programme for entrepreneurs. He was educated at Sandhurst and took his MBA at Cranfield. He teaches on MBA and management development programmes throughout the world, acts as a strategy consultant and is on the board of four small businesses. He is the author of a number of best selling titles including Starting a Business for Dummies, Business Plans for Dummies and Understanding Business Accounts for Dummies.

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