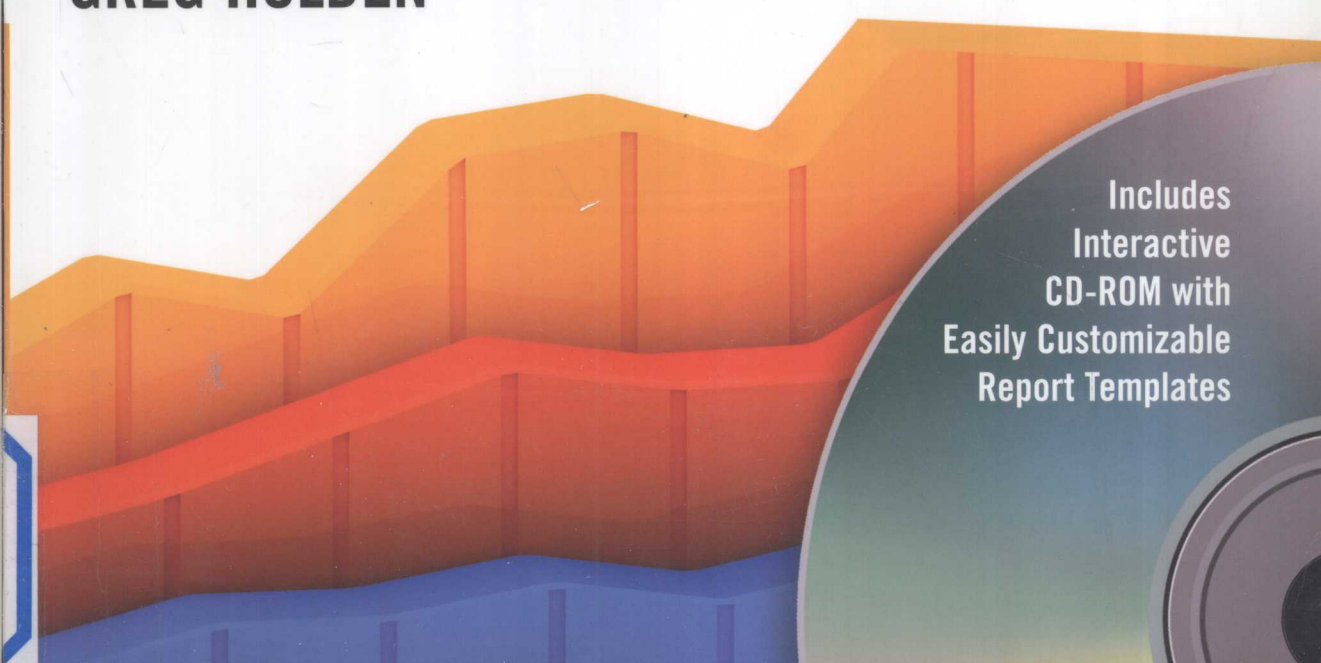


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# BUSINESS REPORTS FOR BUSY PEOPLE

**GREG HOLDEN**



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# BUSINESS REPORTS FOR BUSY PEOPLE

Greg Holden



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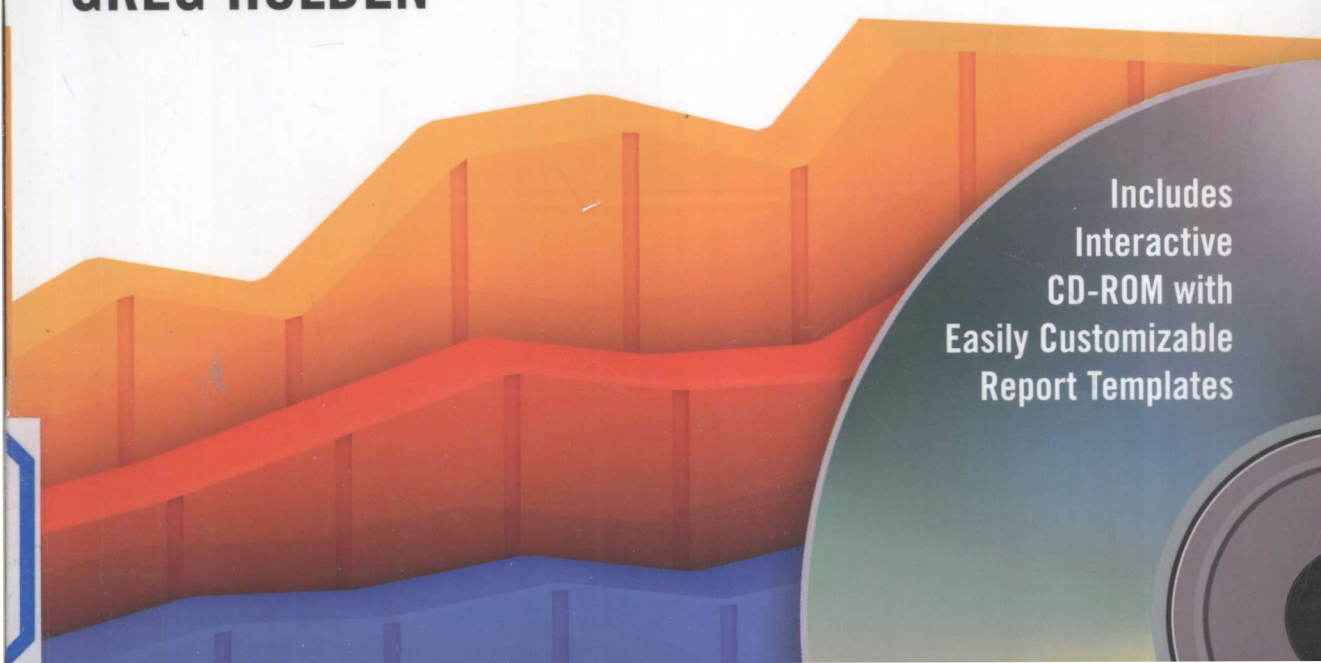
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features the most commonly used business reports, including:

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- Situation Summaries
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- Meeting Minutes
- Business Plans
- Annual Reports
- Feasibility Studies
- Expense Reports
- White Papers
- Statistical Samplings
- Abstract Summaries
- And much, much more

Business is about decisions. Reports that capture, analyze, and explain the right data in a clear, concise format allow managers and decision makers to generate the best possible results.

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Each kind of report includes typical content; suggested formats; and requirements, criteria, and/or background information, including necessary comparisons or options to discuss, how to frame your conclusions or recommendations, and a complete revision checklist.

Helping entrepreneurs communicate effectively has been a focus for **Greg Holden** since he founded his own business in 1993. His diverse list of clients includes both corporations and not-for-profits, and he has worked for universities for more than 20 years. His 40-plus books on such topics as marketing, creative services, and security have sold more than 300,000 copies, and his book *Starting an Online Business for Dummies* is in its sixth edition. Holden's expertise, especially in the area of report writing, has helped companies and other organizations continue to operate successfully long after their inception. He lives in Chicago, Illinois.

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FOR ANY OCCASION

**BUSINESS**  
**REPORTS**  
**FOR BUSY PEOPLE**

**Greg Holden**

 **CAREER**  
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Pompton Plains, NJ



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*To Peggy*



## Acknowledgments

Many people take part in the creation of a book, and it's impossible to acknowledge everyone who brings the work to print. However, I do want to acknowledge the help of those I was involved with personally. These include my longtime assistant and collaborator, Ann Lindner, and my agent, Neil Salkind, of Studio B Productions. I also wish to thank Michael Pye of Career Press, who got the project started, and Kirsten Dalley, who saw it to fruition.



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*Business Reports for Busy People*, as its name implies, is designed to be a practical source of information that's easy to find when you're trying to get through a hurried business day. When you're tasked with writing a business report and find yourself staring at an empty page, you need a jump-start to get you going. Each chapter contains a variety of jump-start material: an introduction that helps you focus on the goal and purpose of the report; step-by-step instructions for assembling the report, checklists, and ready-to-use reports and excerpts tailored to different types of businesses. The intent is to help you do your work better and more effectively—right now.

*Business Reports for Busy People* is broken into nearly 30 chapters for a reason. I wanted to include as many different kinds of business reports as possible, to increase the chances that you'll find one that fits the task at hand. At the same time, each chapter is packed with concrete information, useful techniques, and practical tips. That way, you can jump to the general type of report you want and still find the specific bits of advice you need.

I invite you to leaf through the book to find the data that applies to your own situation. Also keep in mind that each chapter is tabbed on the outside margins so you can quickly find the chapter you need first. Read the chapters that apply to your own business needs, because each chapter stands alone. Then flip through the book to find resources that apply to all business reports and that are likely to help you as well.

In the corporate world, business reports are regarded by many executives as an important benchmark in managerial success. Your ability to prepare a good report will not only help your organization, but it is likely to play a role in your ability to move up in the company or find a job if the need arises. You'll find this book helpful in learning to write an effective business report; read it, use it, and you'll have a key to business success.



