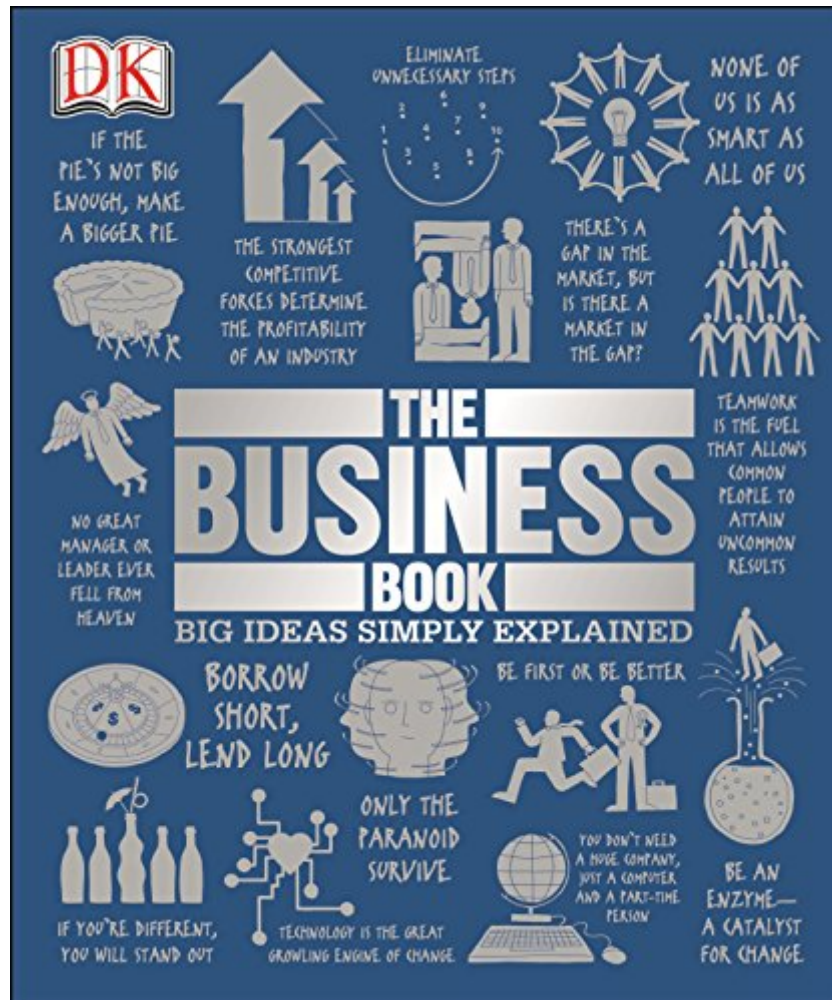




The book was found

The Business Book (Big Ideas Simply Explained)



Synopsis

The Business Book clearly and simply explains all of the key theories that have shaped the world of business, management, and commerce. Using easy-to-follow graphics and artworks, succinct quotations, and thoroughly accessible text, The Business Book introduces the would-be entrepreneur and general reader alike to the work of great commercial thinkers, leaders, and gurus. The Business Book includes:- Almost 100 quotations from the great business thinkers and gurus- Information on every facet of business management, including alternative business models, with real life examples from the marketplace- A structure that takes the reader through every stage of business strategy, from start-up to delivering the goods. The clear and concise summaries, graphics, and quotations in The Business Book will help even the complete novice understand the key ideas behind business success.

Book Information

File Size: 107782 KB

Print Length: 352 pages

Publisher: DK (December 19, 2014)

Publication Date: December 19, 2014

Language: English

ASIN: B00Q9N8PAO

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #67,171 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #41 in Books > Reference > Encyclopedias & Subject Guides > Business #126 in Kindle Store > Kindle eBooks > Business & Money > Education & Reference #371 in Books > Business & Money > Education & Reference

Customer Reviews

I've only gotten through about 1/4 of the book, and I've already learned a lot about business and many of its important topics. I'm a relative novice when it comes to business, so this may be a walk through the park for some pro's or advanced readers. Illustrations are nice and helpful, and the style is clean. There are more than a couple typos throughout the book, but I'm not that critical of books

anyways. The only thing I question about this book is its structure. As a novice, I wonder why some topics are brought up before others, and vice-versa. I can't say this is a detriment to the book, just a personal curiosity.

I am obsessed with DK Publishing and just about everything they put out. I am in college as a business major and I find this to be the ultimate refresher when writing papers. If you are new to business or just want to explore the science, this is the book for you. Truly a must buy book!

This is a good summary and review of many common business practices. Whether you're a newb looking for an intro to the subject, or an experienced practitioner just looking for a good reference/refresher - this is a great find!

Love how business ideas are introduced in rapid succession, sometimes in 1 or 2 pages only. Complete with practical examples that you can begin using right away!

Great book! I love the facts that DK publishing provides while still being able to make an interesting read. This book is almost like a textbook but it still is very easy to read. There are amazing case studies and bio's about entrepreneurs and leaders in the business world. I especially like how they split up the different aspects of business into different chapters instead of creating a time like like the other big ideas books (it would probably be much more confusing constantly jumping around from topics like marketing to management or money). It is jam packed with facts and ideas and may seem like a long read at times but it's worth it

Great Book. This book explains many business concepts in a way that is easy to understand. Some concepts are obvious but none the less you can still learn from them. I recommend this book along with other DK Adult books as they are all very good.

I recommend this book to any entrepreneur. Lots of great knowledge and ideas. A well written book that had my attention from start to end.

Wonderful book, full of pictures and entities in which allows one to better understand business. BUSINESS 101 would be a higher educational value, as many classes go over many ways of which to get a business started, it's not easy however, many problems occur when one is starting a

business of ones own, taking much time of which can be eliminated by entering the world of business through a University and or planned endeavor. I.E. Accounting, Psychology, Energy levels of employee's, as well as supplies and various situations of which one will run into. Where do I get the keys to the building of which my business will conduct itself, most people speak of grants, while others speak of loans, leaving one in a hole so to speak. It's not easy but can be done with the help and aid of the community.

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