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Autore	Carlone, Raffaele
Titolo	Caratteristiche botaniche e struttura delle radici di piante di melo della varietà Firminiello nate da seme / Raffaele Carlone
Pubbl/distr/stampa	Roma : [s.n.], 1953
Descrizione fisica	10 p. ; 24 cm
Collana	Raccolta di memorie / Università degli studi di Torino. Facoltà di scienze agrarie ; 11
Disciplina	634.11
Locazione	FAGBC
Collocazione	60 MISC. B 131/11
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Livello bibliografico	Monografia
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2. Record Nr.	UNINA9910453421503321
Autore	Roberson-Saunders Pat.
Titolo	Enhancing the managerial DNA of your small business // Pat Roberson-Saunders, Barron H. Harvey, Philip Fanara, Jr., Gwynette P. Lacy, Pravat Choudhury
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-551-8
Edizione	[First edition.]
Descrizione fisica	1 online resource (212 p.)
Collana	Entrepreneurship and small business management collection, , 1946-5661
Disciplina	658.022
Soggetti	Small business - Management Electronic books.
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Nota di bibliografia	Includes bibliographical references (pages 177-183) and index.
Nota di contenuto	1. Introduction -- 2. Strategic planning -- 3. Financing -- 4. Marketing -- 5. Managing cash flow -- 6. Managing costs -- Appendix A. Break-even analysis -- Appendix B. Legal business structures -- Appendix C. Intellectual property protection -- Notes -- References -- Index.
Sommario/riassunto	Most people who start businesses do so with little or no formal education in business or management training and experience. This book has been written expressly for these people, as well as for others with similar backgrounds who aspire to start their own businesses. The aim is to help fill in some critical gaps in managerial knowledge that cause many of the problems that small business owners face as they try to navigate the business world with inadequate knowledge of how to manage a business. With no attempt to compete with conventional small business textbooks or catchy "how to" books on small business management, this book is deliberately focused on five core topics: strategic planning, financing, marketing, managing cash flow, and managing costs. The authors believe these to be the essential building blocks for enhancing the managerial DNA of a small business. Equipped with this enhanced DNA, the small business owner is postured to think about and take actions on behalf of his or her business that will lead to optimal success. In addition, the book

incorporates as appendices three topics that are very important to small businesses: break-even analysis, legal business structures, and intellectual property protection.
