

1. Record Nr.	UNINA9910449681003321
Autore	Truchon Richard P
Titolo	Basic business math [[electronic resource]] : a life-skills approach // Richard P. Truchon
Pubbl/distr/stampa	Menlo Park, Calif., : Crisp Publications, c1997
ISBN	1-4175-2476-6
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (158 p.)
Collana	The fifty-minute series book
Altri autori (Persone)	TruchonRichard P
Disciplina	650/.01/513
Soggetti	Business mathematics Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Rev. ed. of: Basic business mathematics. c1990.
Nota di contenuto	""TITLE""; ""COPYRIGHT""; ""ABOUT THE AUTHOR""; ""CONTENTS""; ""ACKNOWLEDGMENTS""; ""PART I Basics""; ""MATHEMATICS STUDY SKILLS""; ""TIPS""; ""THE FIVE Rs OF MATH""; ""PLAN OF ATTACK""; ""1.0 WHOLE NUMBERS""; ""1.1 Rounding Off Whole Numbers""; ""1.2 Addition of Whole Numbers""; ""1.3 Subtraction of Whole Numbers""; ""1.4 Multiplication of Whole Numbers""; ""1.5 Division of Whole Numbers""; ""2.0 FRACTIONS""; ""2.1 Proper and Improper Fractions""; ""2.2 Addition of Like Fractions""; ""2.3 Lowest Common Denominator""; ""2.4 Addition of Unlike Fractions""; ""2.5 Subtraction of Fractions"" ""2.6 Multiplication of Fractions"" ""2.7 Division of Fractions""; ""3.0 DECIMALS""; ""3.1 Converting Fractions to Decimals""; ""3.2 Converting Decimals to Fractions""; ""3.3 Adding Decimal Numbers""; ""3.4 Subtracting Decimal Numbers""; ""3.5 Rounding Off Decimal Numbers""; ""3.6 Multiplying Decimal Numbers""; ""3.7 Dividing Decimal Numbers""; ""4.0 PERCENT""; ""PART II Basic Applications""; ""5.0 EQUATIONS""; ""6.0 FORMULAS""; ""PART III Practical Applications""; ""7.0 THE PERCENTAGE FORMULA""; ""7.1 Solving Problems with the Percentage Formula""; ""7.2 Commissions"" ""7.3 Percent Increase (Markup)"" ""7.4 Percent Decrease (Markdown)""; ""7.5 Discount""; ""7.6 Sales Tax""; ""7.7 Property Tax""; ""7.8 Simple and Compound Interest""; ""7.9 Installment Loans""; ""PART IV Graphs and Statistics""; ""8.0 BAR GRAPHS""; ""9.0 LINE GRAPHS""; ""10.0 CIRCLE GRAPHS""; ""11.0 STATISTICAL MATH""; ""POST TEST""; ""EXERCISE

2. Record Nr.	UNINA9910153368803321
Autore	Evans Vaughan <1951->
Titolo	The financial times essential guide to developing a business strategy : how to use strategic planning or start up or grow your business // Vaughan Evans
Pubbl/distr/stampa	Harlow, England : , : Pearson, , 2013
ISBN	1-292-00281-6
Edizione	[1st edition]
Descrizione fisica	1 online resource (xiv, 247 pages) : illustrations
Collana	FT essential guides
Disciplina	658.4/012
Soggetti	Strategic planning Business planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (pages 231-232) and index.
Nota di contenuto	Cover -- Contents -- Acknowledgements -- About the author -- Introduction -- Why strategy? -- What is strategy? -- What is the output? -- What is the outcome? -- What is a strategic plan? -- What is strategic planning? -- The Strategy Pyramid -- Business vs corporate strategy -- Essential case study: Extramural Ltd -- Part 1: Strategy development -- Chapter 1: Knowing your business -- Identifying key segments -- Essential example: Apple's saviour segments -- Segmentation in a start-up -- Essential case study: Extramural Ltd - the business -- Chapter 2: Setting goals and objectives -- Setting long-term goals -- Essential example: Life at Mars -- Setting SMART objectives -- Essential case study: Extramural Ltd - goals and objectives -- Chapter 3: Forecasting market demand -- Sizing the market -- Forecasting market demand -- Essential tool: Moving averages -- Essential example: No wrap for the cinema -- Forecasting demand for a start-up -- Market demand risks and opportunities -- Essential case study: Extramural Ltd - market demand -- Chapter 4: Gauging industry competition -- Assessing competitive intensity -- Assigning customer purchasing criteria -- Deriving key success factors -- Essential tool: Economies of scale -- Essential example: Jessops is

shuttered -- Gauging competition in a start-up -- Industry competition risks and opportunities -- Essential case study: Extramural Ltd - competition -- Chapter 5: Tracking competitive advantage -- Rating competitive position -- Essential tool: Product/market risk -- Reviewing resources and capabilities -- Essential tool: The value chain -- Essential example: The everlasting Monsoon -- Creating competitive advantage in a start-up -- Essential example: Of diet, dance and detectives -- Essential case study: Extramural Ltd - advantage -- Chapter 6: Targeting the strategic gap -- Targeting the portfolio gap. Targeting the capability gap -- Profiling the ideal player -- Specifying the target gap -- Essential example: Could Liverpool FC be champions again? -- Targeting the gap in a start-up -- Essential case study: Extramural Ltd - the strategic gap -- Chapter 7: Bridging the gap: business strategy -- Opting for a generic strategy -- Essential tool: The experience curve -- Strategic repositioning and shaping profit growth options -- Essential tool: Uncontested market space -- Making the strategic investment decision -- Essential example: Sainsbury's fights back -- Bridging the gap for a start-up -- Business strategic risks and opportunities -- Essential case study: Extramural Ltd - business strategy -- Chapter 8: Bridging the gap: corporate strategy -- Optimising the corporate portfolio -- Essential tool: The growth/share matrix -- Creating value through mergers, acquisitions and alliances -- Essential tool: Parenting value -- Building strategically valuable resources -- Essential tool: Building core competences -- Essential example: UU U-turn -- Corporate strategic risks and opportunities -- Essential case study: Extramural Ltd - corporate strategy -- Chapter 9: Addressing risk and opportunity -- Reviewing the plan in a market context -- Appraising opportunity versus risk -- Essential tool: Expected value and sensitivity analysis -- Essential example: Britney does it again -- Essential case study: Extramural Ltd - risk -- Part 2: Strategic planning -- Chapter 10: The strategic plan -- Strategy + Business Plan = Strategic Plan -- Contents of a strategic plan -- Reviewing the plan -- Chapter 11: The strategic planning process -- Strategic planning in a multi-business corporation -- Essential tool: Deliberate vs emergent strategy -- Strategic planning in a medium-sized enterprise -- Strategic planning in a small company -- Strategic planning for a start-up. Conclusion -- Appendix: Structured interviewing -- Further reading -- Glossary -- Index.

Sommario/riassunto

Want to take your company to the next level? You need a roadmap, a strategy. Preferably one that is simple, workable and saleable. This book provides you with just that. It sets out a straightforward strategy development process, the 'Strategy Pyramid', and guides you through it. It uses a lively central case study throughout, as well as drawing on examples of how real businesses have developed winning strategies. Whether you are intent on growing your business, or setting out on your start-up, this book offers an uncomplicated, practical and readable guide on how to get the strategy you need for your business to succeed. It offers sound advice on the following areas: Setting goals and objectives Forecasting market demands Gauging industry competition Tracking competitive advantage Targeting the strategic gap Bridging the gap with business strategy Bridging the gap with corporate strategy Addressing risk and opportunity The FT Essential Guide to Developing a Business Strategy will help businesses of all sizes to chart and realise their growth ambitions.
