

1. Record Nr.	UNINA9910680092503321
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Titolo	The commercial manager [[electronic resource] ] : the complete handbook for commercial directors and managers // Tim Boyce and Cathy Lake
Pubbl/distr/stampa	London, : Thorogood, c2009
ISBN	1-282-58060-4 9786612580604 1-85418-681-7
Descrizione fisica	1 online resource (364 p.)
Altri autori (Persone)	LakeCathy
Disciplina	658
Soggetti	Industrial management Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Part one THE COMMERCIAL MANAGER; 1 Commercial awareness; 2 The contract; 3 Contract performance; 4 Commercial relationships; 5 Negotiation; Part two COMMERCIAL RISK MANAGEMENT; 6 Principles of commercial risk management; 7 Post-delivery risk; Part three PROJECT MANAGEMENT; 8 Planning a project; 9 Building a team; 10 Project in progress
Sommario/riassunto	The complete handbook for practitioners across all sectors of commerce and industry - covering every aspect of this multi-faceted role.