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Titolo	A manager's guide to building a successful business [[electronic resource] /] / Gary Randazzo
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Collana	Entrepreneurship and small business management collection, , 1946-5661
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Soggetti	Strategic planning Management Marketing
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Nota di bibliografia	Includes bibliographical references (p. 113-114) and index.
Nota di contenuto	Introduction -- Part I. Management -- Planning -- Workforce -- Money -- Methods -- Directing -- Controls -- Part II. Marketing -- Products and services -- Promotion -- Pricing -- Place -- The successful business -- Notes -- References -- Index.
Sommario/riassunto	This uses real market examples to demonstrate the effective use of management and marketing principles. The book also introduces programs developed over a 40-year career to help manage all aspects of a business and to develop and execute marketing strategies. Managers and executives will use this book as a guide to grow an established business or start a new one. The book can be used as a reference book for unique management challenges as well.