

1. Record Nr.	UNINA9910786926403321
Autore	Weiglin Peter C
Titolo	Survival math for marketers [[electronic resource] /] / Peter C. Weiglin
Pubbl/distr/stampa	Los Angeles, : SAGE, c2002
ISBN	1-4833-2850-3 1-4522-4565-7
Descrizione fisica	1 online resource (x, 128 p.)
Disciplina	658.0151
Soggetti	Marketing - Mathematics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Preface; Chapter 1 - Your Credibility; Chapter 2 - Figures Never Lie, but Liars Figure; Chapter 3 - Making a (Financial) Statement; Chapter 4 - Organizations, Measurement, and Standards; Chapter 5 - An Economics Excursion; Chapter 6 - Pricing and Profitability; Chapter 7 - Costs and Profitability; Chapter 8 - Strategy: Breakeven and Profitability; Chapter 9 - Cash; Chapter 10 - Budgets; Chapter 11 - Just Look at the ""Sadistics""; Appendix A: A Summary of Nonmagic Formulae; Appendix B: Sample Chart of Accounts; About the Author
Sommario/riassunto	Presented in an irreverent, conversational style, this book includes numerous real-world examples and illustrations that gently introduce the reader to the important mathematical concepts behind marketing and management. Intended for students and professionals of all levels, 'Survival Math for Marketers' is a fun, easy-to-read introduction to the world of business mathematics.