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Altri autori (Persone)	IrvingDavid
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Nota di contenuto	Cover; About this book; About the Authors; Copyright; Contents; Acknowledgements; Prologue; 1 Paying your own wages; 2 Making money today: your business profile; 3 Being at the top: lead, follow or get out of the way; 4 Management matters: it's people, people, people (and systems, processes and technology); 5 Keep on going, you'll be dead soon: staying alive and healthy in your business; 6 Making money tomorrow: where to go, how to grow; 7 Where to go when you don't know: perspective, advice and wisdom; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W
Sommario/riassunto	Rooted in the success stories of real companies, this guide presents a concise outline of the key business principles behind generating growth, profitability, and market penetration. Illustrated throughout with diagrams and exercises, this accessible handbook provides answers to the most critical questions regarding business models, financial drivers, leadership, and team-building. From start-up entrepreneurs and established family businesses to farms and factories, this examination draws on real-life business careers and international research, celebratin