1. Record Nr. UNINA9910821356203321 Autore Sheikh Faisal Titolo Calling Out COVID-19: Business Strategies for Surviving a 'Pompeii Event' Pubbl/distr/stampa New York:,: Business Expert Press,, 2021 ©2021 **ISBN** 1-63742-051-X Edizione [1st ed.] Descrizione fisica 1 online resource (158 pages) IyerNigel Krishna Altri autori (Persone) LeighBrian RubasundramGeetha A Disciplina 658.42 Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di contenuto Cover -- Half-Title -- Title -- Copyright -- Dedication -- Description -- Contents -- Reviews -- Foreword -- Acknowledgments -- Chapter 1: "Pompeii Event": The COVID-19 Catastrophe -- Chapter 2: Innovation 101 -- Chapter 3: Cash Flow Management 101 -- Chapter 4: Fraud 101 -- Chapter 5: Corporate Governance 101 -- Chapter 6: Conclusion -- Appendix -- Bibliography -- About the Authors -- Index -- Adpage -- Backcover. Sommario/riassunto This book is written for business owners, entrepreneurs, leadership, or management teams in public or third sector and professionals who are currently dealing with the COVID-19 epidemic. It offers tools and techniques located in the economics of innovation, other frameworks such as the Fraud Triangle, and the authors extensive experience including rigorous cash management, practical fraud prevention, and detection and advice on implementing and refining corporate governance structures. The book will also be of interest to postgraduate including MBA students and business researchers.