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Sommario/riassunto

This primer enables professionals with technical expertise to collaborate with their business-side colleagues. Emphasizing brevity and clarity, it gives technical staff answers to their most pressing questions about economics, finance, marketing, strategic decision-making, accounting, management, and related subjects. It does not offer condensed 1st year MBA courses; instead, it presents streamlined concepts and insights that are easy enough to be accessible and challenging enough to hold one's interest. Its examples from pharma, IT, aircraft/navigation, and other industries highlight pr
