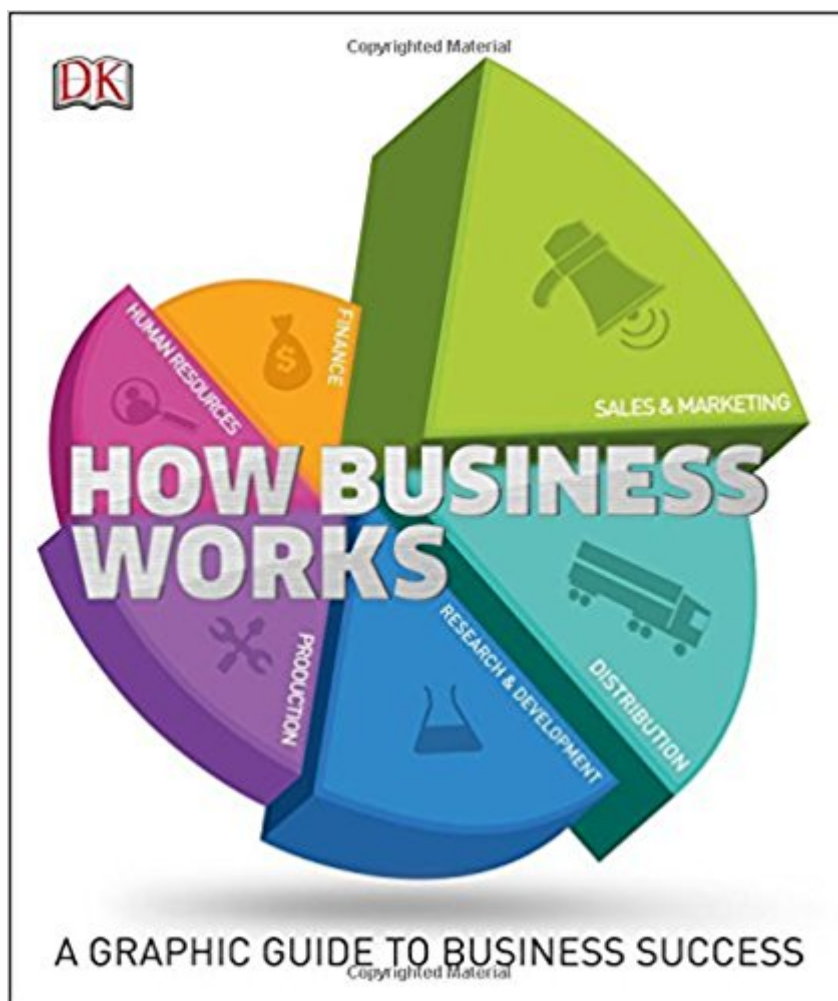




The book was found

How Business Works



Synopsis

Understand the sometimes-confusing business world with *How Business Works*, a user-friendly guide to understanding business jargon and corporate structure. Whether you're looking to get ahead at work, want to start your own business, or just want to understand the business world better, *How Business Works* is a comprehensive guide that makes even difficult business concepts easy to understand. Learn everything you need to know without getting bogged down by boring textbooks. *How Business Works* offers helpful diagrams, infographics, and bite-size, step-by-step information, all in jargon-free text that's a pleasure to read. From basic business principles, like how the Board of Directors is structured, to more complicated financial concepts, like how to calculate depreciation, *How Business Works* is a great first-stop for business students and middle managers who want to understand business without the MBA.

Book Information

Hardcover: 352 pages

Publisher: DK (April 14, 2015)

Language: English

ISBN-10: 1465429794

ISBN-13: 978-1465429797

Product Dimensions: 8.1 x 1.1 x 9.5 inches

Shipping Weight: 2.7 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 50 customer reviews

Best Sellers Rank: #135,586 in Books (See Top 100 in Books) #116 in [Books > Reference > Encyclopedias & Subject Guides > Business](#) #940 in [Books > Business & Money > Education & Reference](#)

Customer Reviews

[View larger](#) [How Business Works](#) A graphic guide to business success Why is cash flow so important? What is agile production? How does digital marketing work? Who sits on the board of directors? *How Business Works* explains key business concepts, using eye-catching graphics and simple, jargon-free language. It is essential reading for anyone wanting to learn the basics of business and succeed in the 21st-century global marketplace. Covers key topics such as:
[Business ownership](#) [Start-ups](#) [Buying and selling businesses](#) [Corporate structure](#) [Human resources](#) [Financial reporting](#) [Accounting](#) [Measuring performance](#) [Marketing approaches](#)
[Outbound and inbound marketing](#) [Information management](#) [Manufacturing and production](#)

Product development Control Supply chain Business Development

Forecasting Predicting future business performance is necessary to estimate probable sales, income, costs, and profitability and thus gain investment and maintain confidence in the company.

[View larger](#)

How Sales and Marketing Works This thorough section explains marketing mix, marketing approaches, outbound marketing, inbound marketing, business development, and information management. [View larger](#)

Flow Production The purpose of flow (mass) production is to produce a large number of identical, standardized items. This usually happens on a moving line, which can be interrupted when the product is changed. [View larger](#)

Management Every manager in a business, particularly in manufacturing, has to ensure that all resources—from materials to equipment and staff—are used efficiently, while keeping the customer continually in mind. [View larger](#)

I use this book as a guide because I'm starting university in April 2017. I'm gonna study business management. Its an awesome book and bigger than expected. I love how well constructed is and the many colors it has to make it interesting for lazy readers like me. I explains everything you need to know before starting a business company.

Great book for start ups and for operating small business

Good product and fast delivery

A must have book in the library of many people: sales professionals and managers, business owners and entrepreneurs, anyone in contact of the world of business or anyone who is not on a payroll.

Good

As described , very clean item and have all the needed information for any beginner that wants to enlarge his knowledge with how to start your business ..easy to follow illustrations are enormous!Thanks for such book

Great book to add to a book collection! If you are looking to start a business, this is a must read.

So fundamental for beginners, i would definitely recommend it for whoever wants to learn the basic of starting a business.

[Download to continue reading...](#)

Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) Business Turnaround Blueprint: Take Back Control of Your Business and Turnaround Any Area of Poor Performance (A Business Book for the Hard-Working Business Owner) Taiwan Business: The Portable Encyclopedia for Doing Business with Taiwan (Country Business Guides) Photography Business: "Making Money in the Music Business as a Photographer" and "How to Make Money and Grow Your Business with Portrait Parties" Business Plan Template: Complete Fill in the Blanks Sample Business Plan Proposal (With MS Word Version, Excel Spreadsheets, and 7 Free Gifts) (Starting A Business Book 2) Business Plan Writing Guide: How To Write Successful & Sustainable Business Plans (Business Plan Writing Guides Book 1) Business Valuation for Business Owners: Master a Valuation Report, Find the Perfect Business Appraiser and Save Your Company from the Looming Disasters That You Don't Yet Know About Business plan template and example: how to write a business plan: Business planning made simple Start Here: The World's Best Business Growth & Consulting Book: Business Growth Strategies from the World's Best Business Coach Business Plans that Work: A Guide for Small Business 2/E (Business Skills and Development) Food Truck Business: How To Start Your Own Food Truck While Growing & Succeeding As Your Own Boss (Food Truck, Food Truck Business, Passive Income, Food ... Truck Startup, Food Truck Business Plan,) Online Business from Scratch: Launch Your Own Seven-Figure Internet Business by Creating and Selling Information Online (Internet Business Series) Embroidery Business from Home: Business Model and Digitizing Training Course (Embroidery Business from Home by Martin Barnes) (Volume 2) Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) The

Written Works Of Graeme Edge: The Written Works of Graeme Edge Works of Love Are Works of Peace: Mother Teresa of Calcutta and the Missionaries of Charity The Confessions: (Vol. I/1) Revised, (The Works of Saint Augustine: A Translation for the 21st Century) (The Works of Saint Augustine: A Translation for the 21st Century, Vol. 1) The Collected Works of Billy Graham: Three Bestselling Works Complete in One Volume (Angels, How to Be Born Again, and The Holy Spirit) The Complete Works of John Wesley: Volume 1, Sermons 1-53 (The Complete Works of John Wesley)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)