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the most comprehensive introductory high school business book on the market

the bestselling first edition of the mcgraw hill guide to starting your own business sold more than 75 000 copies and took the reader step by step through the entire process of starting a new venture this completely revised second edition once again shows entrepreneurs the keys to determining the best business opportunities creating a business plan and formulating a winning marketing strategy in addition it now profiles alternative sources of funding from sba loans to angel investors and provides valuable do s and don ts from over one hundred entrepreneurs

for the nonfinancial manager who needs instant explanations in order to solve a business finance problem this vest pocket reference is

unrivaled two hundred one of the most commonly used financial tools are defined explained demonstrated in clear concise terms the guide is not aimed at professionals with an especially high level of financial sophistication yet many of the tools discussed involve decidedly high level concepts the authors are able to write about complex topics which oftentimes seem murky to the uninformed reader in clear concise easily understood language

presents such concepts as planning structure substance style supporting materials interacting with your audience and platform behavior and projection

the seventh edition of the business environment has been perfectly tailored to cover the core topics that will be studied on an introductory business environment module this fully updated new edition provides comprehensive coverage of the varying factors that make up the business environment with a particular focus on how these factors impact business organisations and the decisions organisations make key features up to date coverage the business environment continues to evolve and this new edition takes on board recent issues including the after effects of the credit crunch the emerging economic power of china india and brazil data security and privacy business ethics cultural identity climate change real life examples new opening vignettes introduce the main topic and show the business environment in real life in addition the book contains a wealth of shorter and longer case studies featuring companies such as google amazon and virgin trains pedagogy clearly written and user friendly the book boasts a full range of learning tools which include learning objectives thinking around the subject boxes review questions and activities

business and society prepares students for the modern workplace by exploring the opportunities and challenges that individuals and businesses face in today s increasingly global and digital world the second edition presents unique chapters on social media big data and hacking and privacy exploring legal and ethical challenges unleashed by our society s use of and dependence on technology

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