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The Art of Taming the Business: Business Essays

By Vallabhi EY

iUniverse. Paperback. Book Condition: New. Paperback. 236 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. Business essays for students who want to have a strong foundation in business concepts and for professionals who want to refer back to the basics. The simplified form of complex concepts and simple language makes this book a good and a must read. A Book by a student for both students and professionals! All the business chapters in this book were written as assignments by the author as an MBA (Management of Business Administration) student in University of Northampton in the years 2007 and 2008. There are twelve altogether, some are essays and some are reports. Most of these were written with an intention that these could be published one day. Also the chapters were written with an idea that it should not just reach business readers but also general readers who want to know business or just have an interesting read. The various chapters and the section of Business Management are given below: Chapters 1, 2 and 3 are related to Operations Research Chapters 4 and 5 are related to Marketing Chapter 6 is related to Organizational Strategy Chapter 7 is related to Managing Change Chapter 8...



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