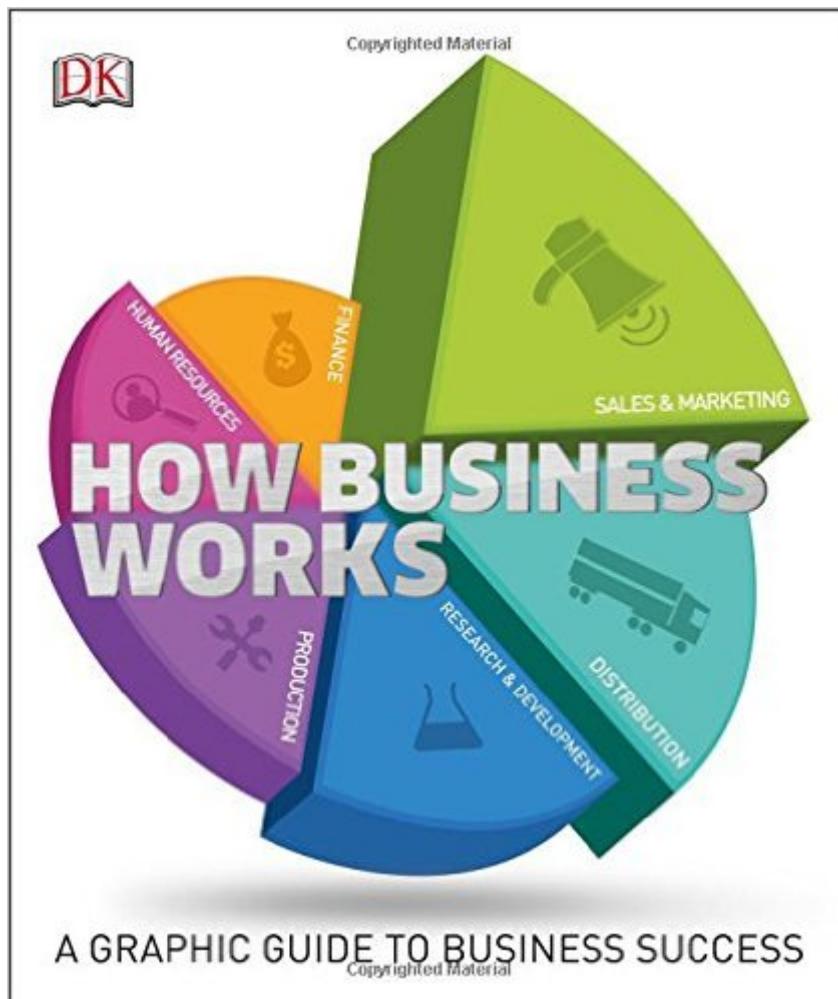


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# How Business Works



## 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

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.

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

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