50 Ideas You Really Need to Know: Management

By Edward Russell-Walling

Quercus Publishing. Paperback. Book Condition: new. BRAND NEW, 50 Ideas You Really Need to Know: Management, Edward Russell-Walling, In 50 Ideas You Really Need to Know: Management Edward Russell-Walling demystifies the management concepts that any budding entrepreneur needs to grasp. In fifty bite-sized topics he expounds the wisdom of well-known business gurus, from Peters and Porter to Welch and Gates. Helpful theories and tools such as Ansoff's Product/Market grid, the 4Ps, Boston Matrix, are clearly and simply explained. Russell-Walling also expands on management ideas such as branding, outsourcing, supply and demand, and covers the latest commercial concepts from the online world.

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