

# Essentials Series

The Essentials Series was created for busy business advisory and corporate professionals. The books in this series were designed so that these busy professionals can quickly acquire knowledge and skills in core business areas.

Each book provides need-to-have fundamentals for those professionals who must:

- Get up to speed quickly, because they have been promoted to a new position or have broadened their responsibility scope
- Manage a new functional area
- Brush up on new developments in their area of responsibility
- Add more value to their company or clients

Other books in this series include:

*Essentials of Accounts Payable*, Mary S. Schaeffer

*Essentials of Capacity Management*, Reginald Tomas Yu-Lee

*Essentials of Cash Flow*, H. A. Schaeffer, Jr.

*Essentials of Corporate Performance Measurement*, George T. Friedlob, Lydia L.F. Schleifer, and Franklin J. Plewa, Jr.

*Essentials of Cost Management*, Joe and Catherine Stenzel

*Essentials of CRM: A Guide to Customer Relationship Management*, Bryan Bergeron

*Essentials of Credit, Collections, and Accounts Receivable*, Mary S. Schaeffer

*Essentials of Financial Analysis*, George T. Friedlob and Lydia L.F. Schleifer

*Essentials of Intellectual Property*, Paul J. Lerner and Alexander I. Poltorak

*Essentials of Patents*, Andy Gibbs and Bob DeMatteis

*Essentials of Payroll Management and Accounting*, Steven M. Bragg

*Essentials of Shared Services*, Bryan Bergeron

*Essentials of Supply Chain Management*, Michael Hugos

*Essentials of Trademarks and Unfair Competition*, Dana Shilling

*Essentials of Treasury and Cash Management*, Michele Allman-Ward and James Sagner

For more information on any of the above titles, please visit [www.wiley.com](http://www.wiley.com).