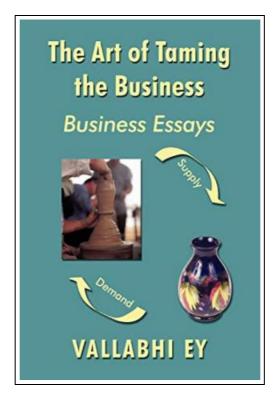
The Art of Taming the Business: Business Essays (Paperback)



Filesize: 9.24 MB

Reviews

Very beneficial to all class of individuals. This can be for those who statte there was not a worthy of looking at. Your way of life period is going to be change as soon as you total reading this article publication.

(Ebony Schowalter MD)

THE ART OF TAMING THE BUSINESS: BUSINESS ESSAYS (PAPERBACK)



iUniverse, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.PREFACE 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. There are thirteen 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 first two chapters are part of the often hyped Business subject the Marketing and the chapters are a case study about marketing a product and the study of various marketing orientation and planning principles adopted by organizations across the globe. The next chapter (Chapter III) is a case study on Organizational Strategy and the application of different strategic models for the chosen company. It also suggests future action plan and does a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis for that plan. Chapter IV, V and VI are part of Operations management and all three are case studies and the first two are of two American Car companies and the third one is about American Defence. Chapter IV is about performance measurement and chapter V is about Lean Management and chapter VI is about Total Quality Management. The next chapter (Chapter VII) is something that is more relevant to the current age of economic crisis than anything else which is the Corporate Recovery. This is again a case study of an American Airline company. The next two chapters (Chapters VIII and IX) are about people management and about handling of downsizing and enhancing the organizational behaviour. Chapter X...



Read The Art of Taming the Business: Business Essays (Paperback) Online

Download PDF The Art of Taming the Business: Business Essays (Paperback)

Related eBooks



Lancaster County Indians annals of the Susquehannocks and other Indian tribes of the Susquehanna territory from about the year 1500 to 1763 the date of their extinction 1909 [Hardcover]

2013. Hardcover. Condition: New. 420 Lang: - English, Pages 420, Print on Demand. Reprinted in 2013 with the help of original edition published long back [1909]. This book is Printed in black & white, Hardcover,...

Read eBook

»



Shadowline: The Art of Iain McCaig

Insight Editions, 2008. Condition: New. book.

Read eBook

»



MBA Admission for Smarties: The No-Nonsense Guide to Acceptance at Top Business (Paperback)

Createspace, United States, 2011. Paperback. Condition: New. Language: English. Brand new Book. Going for an MBA? Show your management smarts by following this straight-talking advice that will direct you through the MBA admissions maze. Written...

Read eBook

»



The Singer and The Songwriter - Handbook and Workbook: An Idea Book for Songwriters who Like to Sing and for Singers who Like to Write Songs (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Sarah Janisse Brown, Anistasia Fitas (illustrator). Workbook. Language: English. Brand new Book. The Singer and The Songwriter - Handbook and Workbook: An Idea Book for...

Read eBook

»



Genuine new book Essentials of Leadership: Principles and Practice (4th Edition) (U.S.) Shiliboge. (U.S.(Chinese Edition)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date:2012-05-01 Pages: 280 Publisher: Welcome to Our Publishing House of Electronics Industry....

Read eBook

»



Math in Focus: Singapore Math: Enrichment, Book A Grade 2

GREAT SOURCE, 2009. Condition: New. book.

Save Document

»



Advocacy Practice for Social Justice (Paperback)

Oxford University Press Inc, United States, 2019. Paperback. Condition: New. 4th Revised edition. Language: English. Brand new Book. Since the publication of its first edition in 2005, Advocacy Practice for Social Justice has served as

Save Document

>>



Kokology: The Game of Self Discovery

Fireside, 2003. Condition: New. book.

Save Document

.



My Heart Wants to Love Again (Paperback)

Createspace Independent Publishing Platform, United States, 2012. Paperback. Condition: New. Large Print. Language: English. Brand new Book. The world we live in, twenty first century America is one of great importance as well as one

Save Document

»



Math in Focus: Singapore Math: Enrichment Course 1

HOUGHTON MIFFLIN HARCOURT, 2011. Condition: New. book.

Save Document

.