

Concepts and Cases: A Comprehensive Guide to Business Management

This book provides a comprehensive overview of business management concepts and cases. It is written by a team of experts, led by Professors Gilbert Ayalew and Sara Robinson, and is published by AO East Asia AO Co Publications.



Minimally Invasive Plate Osteosynthesis (MIPO): Concepts and cases presented by the AO East Asia (AO Co-Publications) by G On Tong

★★★★★ 5 out of 5

Language : English
File size : 32280 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 381 pages



The book is divided into four parts:

- **Part 1: Fundamentals of Business Management**
- **Part 2: Business Functions**
- **Part 3: Business Strategy**
- **Part 4: Cases**

Each part covers a different aspect of business management, from the basics of financial management to the complex issues of strategic planning. The cases in Part 4 provide real-world examples of how businesses have successfully (and unsuccessfully) applied the concepts discussed in the book.

This book is an essential resource for students, business professionals, and anyone who wants to learn more about business management.

Part 1: Fundamentals of Business Management

This part of the book covers the basic concepts of business management, including:

- The nature and purpose of business
- The different types of business organizations
- The role of the manager
- The basic functions of management
- The importance of ethics in business

This part of the book is essential for anyone who wants to understand the basics of business management.

Part 2: Business Functions

This part of the book covers the different functions of business, including:

- Marketing
- Finance

- Operations
- Human resources
- Information technology

Each chapter in this part of the book provides a detailed overview of one of these functions, including the key concepts, theories, and practices.

Part 3: Business Strategy

This part of the book covers the different aspects of business strategy, including:

- The importance of strategic planning
- The different types of business strategies
- The role of the CEO in strategy development
- The implementation of business strategy
- The evaluation of business strategy

This part of the book is essential for anyone who wants to learn more about business strategy.

Part 4: Cases

This part of the book provides real-world examples of how businesses have successfully (and unsuccessfully) applied the concepts discussed in the book.

The cases are divided into four sections:

- **Entrepreneurship**

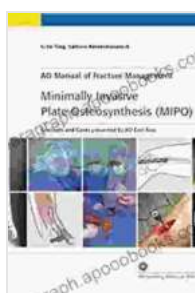
- **Small business**
- **Large business**
- **Global business**

Each case study provides a detailed overview of the business, the challenges it faced, and the strategies it used to overcome those challenges.

This book is a comprehensive resource for students, business professionals, and anyone who wants to learn more about business management.

The book is well-written, well-organized, and well-researched.

I highly recommend this book to anyone who is interested in business management.



Minimally Invasive Plate Osteosynthesis (MIPO): Concepts and cases presented by the AO East Asia (AO Co-Publications) by G On Tong

★★★★★ 5 out of 5

Language : English
File size : 32280 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 381 pages





26 Projects And Personalities From The Knitting Blogosphere: A Creative Exploration

Knitting is a craft that has been passed down through generations, and in recent years, it has experienced a resurgence in popularity. Thanks to...



The Lone Star Hijack: How Texas Sabotaged the American Agenda

In her explosive new book, 'How The Lone Star State Hijacked The American Agenda', investigative journalist Sarah Frost uncovers the dark influence of...