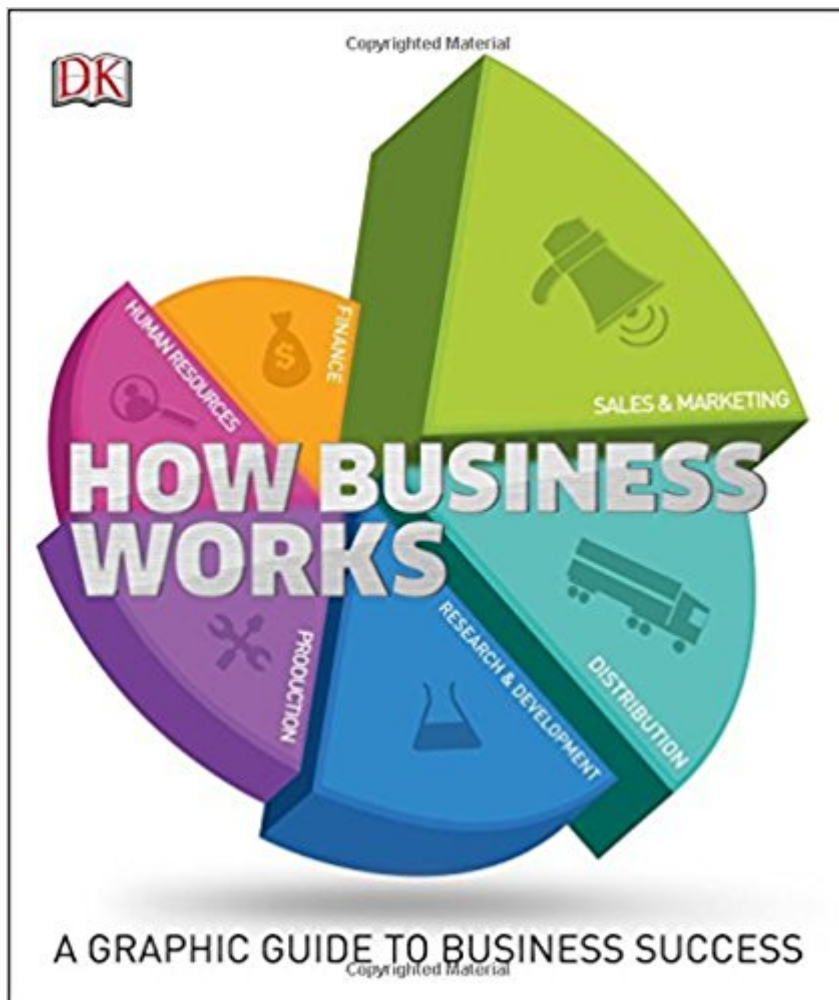




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# How Business Works



## 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

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[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](#)

Product development   Control   Supply chain   Business Development

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

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