

THE Book on...BUSINESS from A to Z: The 260 Most Important Answers You Need to Know

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- I feel this book is an essential part of any new manager's or existing business leader's library. For the new manager, you will find the answers to basically any challenge you will face. For the existing leader, the book will serve as a great best practice manual for your continued reference.
Frank Hathaway; Supply Chain Excellence at Bayer HealthCare-Biotech & Past President of CSCMP.

- "Business is demanding. This book sits on my desk within arms-reach so that I can refer back to it as new challenges arise. In fact, it is required reading for my entire management team because it really does contain the answers from A – Z."
David Fisher; Founder & President of the Southern California Manufacturing Group

- "Some of the best advice a businessperson could get from some of the best consultants in the business. The format of the book is ten times better than most, allowing for easy search and discovery."
Morley Winograd; Senior Fellow at USC's Annenberg Schools Center for Communication Leadership and Policy

- "This book is a great resource and is recommended reading for all entrepreneurs. It provides excellent information and advice for the entrepreneur covering a broad breadth of topics including capital markets."
John K. Paglia; Ph.D., CFA, CPA; Denney Academic Chair; Associate Professor of Finance; Senior Researcher, Pepperdine Private Capital Markets Project; Graziadio School of Business and Management; Pepperdine University

- I must confess that I am generally not a big fan of compilations when it comes to business literature. However, "THE Book of Business...From A to Z" might change that preconceived opinion.

The authors have compiled series of interesting material related to various issues and situations that business owners and managers experience in their "corporate life". The contributing authors have achieved the successful marriage of practical relevance and theoretical accuracy in the book, allowing the reader to leave with substantial take-away rooted in 26 business topics.

The book goes beyond classic, oft-vague principles and "recipes" to offer real substance in managerial disciplines and topics as varied as: Accounting, finance, risk-management, innovation, networking, quality, business turnaround, business valuation, and "Z score".

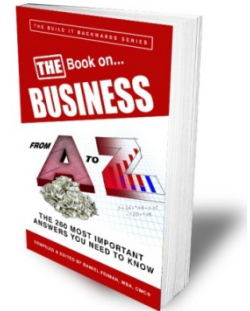
The reader can use the book as a first-diagnosis and orientation tool, but also as a source for more specialized knowledge. It answers classic questions and helps to frame more complex issues.

For business owners, managers, and everyone interested in management and business, this book is definitively an excellent resource.

*Daniel Degrauel, PhD.; Association of Strategic Planning, Los Angeles Chapter Board Member
Assistant Professor at California State University, Northridge, College of Business & Economics, Department of Management; Consultant in Management, strategic management*

- Finally! An easy-to-read guide on 26 important business topics, giving readers access to experts to answer key questions to help grow a business from A to Z. The information is highly practical and gets to the essential questions that businesses have to deal with on a daily basis. This book should be part of the library of any business owner and strategic thinker who is looking to develop or grow a business.

Neelima Firth; Board Member, Association for Strategic Planning



7. The information provided in this book is easy to read and understand. *THE Book on...BUSINESS From A to Z* contains valuable answers to questions many small business owners ask. This is one book that should be kept on hand at every business and chamber of commerce, and a must-have for any "How to Start a Business" training session.

Roy M. Perez; Chairman of the California Hispanic Chambers of Commerce

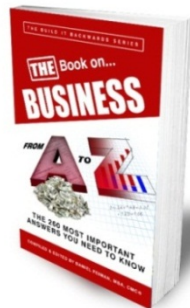
8. As a lender and investor in small and middle market businesses, I frequently see significant gaps in business owners and senior executives' knowledge in one or more of the many areas they should know about to successfully manage their businesses. It is not unusual to hear "I wish I had known or thought about ...". The Book on Business from A to Z does an excellent job in identifying, in a clear and concise way, important topics business managers needs to consider. Moreover, it is PRACTICAL - each subject is covered by practicing professionals sharing useful information and best practices. This book may not answer all your questions, but it will certainly help you figure out what questions to ask.

Jeri J. Harman; Founder and Partner; Avante Mezzanine Partners



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C	Cash flow	http://goo.gl/R04bC	P	Process	http://goo.gl/EpTnU	
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