

Per the publisher's request, the full file is available after purchase.

THE POCKET MBA: CONCEPTS AND STRATEGIES



Delta Publishing Company

Copyright © 2008 *by*

DELTA PUBLISHING COMPANY

P.O. Box 5332, Los Alamitos, CA 90721-5332

All rights reserved. No part of this course may be reproduced in any form or by any means, without permission in writing from the publisher.

PREFACE

This course is a one-stop problem-solver for today's busy executive. It's a working guide to help you quickly pinpoint in the complex world of business.

- What to look for
- What to do
- What to watch out for
- How to do it

You'll find concepts, guidelines, and rules of thumb to help you conceptualize, analyze, and evaluate any business-related problem. Throughout, you'll find this course practical, quick, and useful.

Uses for this course are as varied as the topics presented.

Part I (Chapters 1, 2, 3, and 4) takes you through the world of business strategy, management, marketing, and legal environments of business. You will learn strategic analysis, various management techniques, production/operations management, the marketing process of planning and distribution, and how to price and promote products. These management and marketing techniques and processes have been presented in an extremely understandable and practical format to make them as useful as possible. The statutory and case law affecting business operations and decisions are also presented. Legal requirements must be known to protect the business entity.

Part II (Chapters 5, 6, and 7) covers the economic issues of interest to business managers because they have a significant impact upon corporate success or failure. Attention should be given to the changing economic environment as well as economic indices and statistics in making financial and investment decisions. Many companies are multinational so business managers must understand the opportunities and difficulties associated with international business and multinational finance. Some relevant issues of concern to business people are foreign exchange rates, currency risk management, political risk, and international sources of financing. Chapter 7 takes up the issue as to how information technology (IT) assists managers in business decisions. It covers the use of information systems in all phases of business and in all functional areas to analyze and solve business problems in the "real world."

This course has been designed in question-and-answer format in order to address the pertinent issues that come up during the course of business. The questions are typical of those asked by persons like yourself. The answers are clear, concise, and to the point. In short, this is a veritable cookbook of guidelines, illustrations, and "how-to's" for you, the modern decision maker.

TABLE OF CONTENTS

PREFACE

Chapter 1 — Business Strategy and Operations Management

Chapter 2 — General Management

Chapter 3 — Marketing

Chapter 4 — Business Law

Chapter 5 — Economics

Chapter 6 — Multinational Business and Finance

Chapter 7 — Information Technology (IT) and Computer Applications to Business

Glossary

Per the publisher's request, the full file is available after purchase.