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A Brief Guide to Business Classics: From The Art of War to The Wisdom of Failure (Paperback)

By James M. Russell

Little, Brown Book Group, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. The world of business books is a curious place where one can find everyone from great businesspeople like Warren Buffett, Steve Jobs and Elon Musk, to the most spectacular business failures such as Enron and the sub-prime business market. There are geniuses, hard workers, academics and entrepreneurs as well a few charlatans and hucksters. There's even room for Donald Trump. The 70 titles covered were chosen with various parameters in mind: to cover a range of areas of business, from sales and marketing to negotiation, entrepreneurship to investing, leadership to innovation, and from traditional and corporate models of business to start-up manuals and alternative angles on the subject. Obvious bestselling titles such as How to Make Friends and Influence People or 7 Habits of Highly Effective People have been included, but there are also those books of more questionable value often included on recommended lists of business classics, included here by way of warning. The chosen books also cover a wide span of time and acknowledge that some of the most powerful or entertaining insights into business can be found in texts that...


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Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You won't feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- Prof. Kirk Cruickshank DDS

This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- Justus Hettinger

Relevant Kindle Books



No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do You Have NO Friends ? Are you tired of not having any friend and being lonely all the time...



How to Start a Conversation and Make Friends

Simon & Schuster. Paperback. Book Condition: new. BRAND NEW, How to Start a Conversation and Make Friends, Don Gabor, For over twenty-five years, small-talk expert Don Gabor has helped thousands of people communicate with wit, confidence, and enthusiasm with his bestseller How...



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How and Which Niche? Market Analysis: Who Are...



The Magical Animal Adoption Agency Book 2: The Enchanted Egg

Hyperion, United States, 2016. Paperback. Book Condition: New. Alexandra Boiger (illustrator). 198 x 129 mm. Language: English . Brand New Book. There s a new resident at the Magical Animal Adoption Agency-but this one hasn t hatched yet! Mr. Jams brought home...



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Getting Your FREE Bonus Download this book, read it to the end and see BONUS: Your FREE Gift chapter after...



How to Make a Free Website for Kids

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Table of Contents Preface Chapter # 1: Benefits of Having a Website Chapter # 2: Signing Up for a Website...
