

the fast forward mba in finance

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The Fast Forward MBA in Finance

The author is well-renowned and highly successful. * Figures and examples are revised and spreadsheet ready templates are provided. * Offers quick tips and cutting-edge ideas. * Totally revised new edition of a highly successful book.

The Fast Forward MBA Pocket Reference

The Fast Forward MBA Pocket Reference Second Edition -more comprehensive and convenient than ever! When the success of your business hangs in the balance, you need reliable, authoritative information immediately. You need a resource that covers all the corporate bases-communications, management, economics, strategy, accounting, finance, marketing, and more. You need The Fast Forward MBA Pocket Reference, Second Edition. Packed with information designed to serve all your business needs, this handy, highly readable book is the ultimate companion for those moments when you need to put your finger on the right advice at the right time-now. This updated and revised Second Edition offers clear, concise coverage of the complete range of essential business topics in a handy format. You'll find all the latest cutting-edge ideas, including new developments in technology, strategy, and branding, as well as key terms, tools, and topics in short, lively entries that give you all the information you need. The Portable MBA The Fast Forward MBA-- the compact business companion you'll use every day! Keep up with the newest ideas in business Brush up on the basics you can't do without Find direct, practical answers to complicated problems

The Fast Forward MBA in Investing

The Fast Forward MBA in Investing brings you the information you need when you need it most-now! This practical, easy-to-use guide gives you instant access to the cutting-edge ideas and hard-won wisdom of today's investment world. In short, lively segments using real-world examples, it delivers the facts you need to navigate complex investment issues. You'll find brief descriptions of key concepts, tips on real-world applications, compact case studies, clear definitions, and warnings on how to avoid pitfalls. Here are all the tools you need to make smart investments, as well as significant returns. Learn

the essentials of investing in: * The money market -treasury bills, money market mutual funds, bank CDs * Stocks -dividends, shareholder value, brokers, stock market averages * Bonds -face value, maturity date, coupon yields, interest rates * Mutual funds -buying and selling, minimizing taxes, saving on commission * Precious metals, futures, and options -coins vs. bars, anatomy of a trade, puts and calls * And much more. From the creators of the bestselling Portable MBA series comes The Fast Forward MBA . . . * A quick way to brush up on new ideas * An easy-to-use format that fits in any briefcase * Real-world information that you can put to use now!

The Fast Forward MBA in Business

The ultimate crash course in business From marketing to economics to international business to puzzling intangibles like corporate culture and leadership styles, this compact book launches The Fast Forward MBA series with a rapid fire overview of the basics of business. * What's the difference between a manager and a leader? * What is the lowdown on all of the restructuring and reengineering hype? * How do the numbers from accounting play into overall strategy? * What are the big and small of economics. These are just a few of the timely topics explored here. And in the soon to be signature style of the series, it presents this information in a mix of cases, examples, and quick and concise chapters that make it easy to find answers fast. VIRGINIA O'BRIEN (Marblehead, Massachusetts) is a freelance writer and editor. PAUL A. ARGENTI (Hanover, New Hampshire) is a professor at the Amos Tuck School of Business at Dartmouth University. A regular consultant to Fortune 500 companies, he is the co-author of The Portable MBA Desk Reference.

The Fast Forward MBA in Technology Management

The Fast Forward MBA in Technology Management brings you the information you need when you need it most-now! This practical, easy-to-use guide gives you instant access to the cutting-edge ideas and hard-won wisdom of one of today's leading experts on information technology (IT). In short, lively segments using real-world examples, it delivers the facts you need to navigate complex IT issues. You'll find brief descriptions of key concepts, tips on real-world applications, compact case studies, perspectives from industry luminaries, and warnings on how to avoid pitfalls. Here are all the tools you need to make technology work for you and your company. Find out: * Which technologies are most important in running a business today * How to manage the use and direction of your company's technology choices * Ways to measure workplace performance with IT * How leading companies use and manage technology * And much more The Portable MBA From the creators of the bestselling Portable MBA series comes The Fast Forward MBA. * A quick way to brush up on new ideas * An easy-to-use format that fits in any briefcase * Real-world information that you can put to use now! People * Technology * Capital Upside www.upside.com

The Fast Forward MBA in Marketing

Your fastest route to a whole new level of marketing prowess! When those big marketing decisions loom and success hangs in the balance, you need reliable, authoritative information immediately-not tomorrow, not next week, NOW! With The Fast Forward MBA in Marketing as your constant companion, you've got it! In this resource you'll find clear, concise coverage of the complete range of essential marketing topics in a format designed especially for people who need answers quickly. You'll also find cutting-edge ideas from highly regarded thinkers and doers and the world's best MBA programs. This indispensable guide brings you: * Essential marketing concepts-product, price, place, and promotion * A rapid-fire overview of marketing innovations, technological breakthroughs, and important trends of the past decade * The latest methods and suggestions for solving your toughest marketing problems * Cutting-edge articles from Marketing Tools magazine that illustrate how successful entrepreneurs and businesses employ these concepts in the real world * Multiple access points -index, cross-references, and icons - that lead you quickly to the answers you need * A convenient format with short, lively entries that tell you what you need to know without bogging you down in theory Whether you're a hard-driving entrepreneur, a busy marketing specialist or manager, or a recent graduate eager to make your way in the business world, The Fast Forward MBA in Marketing puts the knowledge you need where you need it most -right in the palm of your hand.

The Fast Forward MBA in Financial Planning

The Fast Forward MBA in Financial Planning brings you the information you need when you need it most-now! This practical, easy-to-use guide gives you instant access to the cutting-edge ideas and

hard-won wisdom of today's financial planning world. In short, lively segments using real-world examples, it delivers the facts you need to navigate complex financial issues. You'll find brief descriptions of key concepts, tips on real-world applications, compact case studies, and warnings on how to avoid pitfalls. Here are all the tools you need to set-and meet-all your financial goals. Learn how to: * Create and analyze personal financial statements * Develop a sound spending plan * Protect income and assets * Select the right insurance coverage * Implement retirement and estate planning strategies * And much more From the creators of the bestselling Portable MBA series comes The Fast Forward MBA . . . * A quick way to brush up on new ideas * An easy-to-use format that fits in any briefcase * Real-world information that you can put to use now!

The Fast Forward MBA in Business Planning for Growth

The Fast Forward MBA in Business Planning for Growth gives you a strategy for success! Is your company at a standstill, or is it growing but without the focus and strategy it needs for sustained and continued growth? Do you have an idea for a business but no idea where to start? Business planning is vital to the growth and survival of any company, but only an action-oriented plan can give your business the steady growth it needs to survive and succeed in today's business world. Whether your company is large or small, this hands-on, step-by-step guide will walk you through the process of creating a business plan that ensures growth and profitability. Drawing on more than 35 years of experience, Philip Walcoff shares the tools and techniques he has developed managing his own business as well as working with over 70 companies of all sizes. Walcoff avoids the pitfalls of the standard business plan which focuses only on raising capital, or the strategic plan, which sits on the shelf gathering dust. He shows how your business can: * Identify and resolve key issues that are roadblocks to your company's growth * Develop the strategies and tactics that foster growth and profitability * Design a process for managing the plan to success. From the creators of the bestselling Portable MBA series comes The Fast Forward MBA . . . * A quick way to brush up on new ideas * An easy-to-use format that fits in any briefcase * Real-world information that you can put to use now!

The Fast Forward MBA in Hiring

With savvy, real-world advice from a "big name" in the world of hiring and staffing, this book lays out the process of "strategic staffing": as opposed to conventional hiring. The clean, clear format works well for people who are pressed for time.

How to Read a Financial Report

If you're someone who works with financial reports or needs to understand them - but have neither the time nor the need for an indepth knowledge of accounting - this book will help you cut through the maze of accounting information to find out what those numbers really mean. It steers you quickly and painlessly through the basic accounting concepts and line-by-line explanations of the basic financial statement. Complete with a visual guide that leads you through the intricacies of financial reporting, How to Read a Financial Report shows you how the three essential parts of every financial report - the balance sheet, the income statement, and the cash flow statement - fit together and what it all means to you and your company.

The Fast Forward MBA in Project Management

The all-inclusive guide to exceptional project management that is trusted by hundreds of thousands of readers—now updated and revised The Fast Forward MBA in Project Management: The Comprehensive, Easy to Read Handbook for Beginners and Pros, 6th Edition is a comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you the answers you need now. You'll find cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-after skills and pitfalls you should watch out for. This sixth edition now includes: A brand-new chapter on project quality A new chapter on managing media, entertainment, and creative projects A new chapter on the project manager's #1 priority: leadership A new chapter with the most current practices in Change Management Current PMP certification study tips Readers of The Fast Forward MBA in Project Management also receive access to new video resources available at the author's website. The book teaches readers how to manage and deliver projects on-time and on-budget by applying the practical strategies and concrete solutions found

within. Whether the challenge is finding the right project sponsor, clarifying project objectives, or setting realistic schedules and budget projections, The Fast Forward MBA in Project Management shows you what you need to know, the best way to do it, and what to watch out for along the way.

The Portable MBA in Entrepreneurship Case Studies

Der Traum vom eigenen Unternehmen - wie kann man ihn verwirklichen? Anhand zahlreicher Fallstudien zeigt dieses Lehrbuch, wie man Anfangsschwierigkeiten meistert, ein Geschäftskonzept entwickelt und den Geschäftsverlauf analysiert.

Accounting Workbook For Dummies

Balance the books, learn important accounting concepts, and master the basics Accounting Workbook For Dummies is for business bookkeepers and accountants, who need a refresher on the subject, as well as students taking their first accounting class. It's a comprehensive study guide that can help you improve your accounting skills and lay the foundation for further advancement. Whether you're trying to get certified and become an accountant, or own a small business and need a little help balancing your books, this hands-on guide provides the learning and helpful practice you need. The third edition of Accounting For Dummies contains guidance on incorporating principles to adhere to the Sarbanes-Oxley Act, reading financial reports, generating income statements and balance sheets, and establishing budgets. Accounting Workbook For Dummies provides you with real-world exercises to see these principals in action, although you don't need to have read Accounting For Dummies. Accounting Workbook For Dummies focuses on business accounting, explains how business transactions are recorded in the accounts of a business and the financial statements that are prepared for a business to report its profit and loss, financial condition, and cash flows. It also shows you how business managers use accounting information for decision making. The book's four parts cover topics like recordkeeping basics, financial statements, accounting for business managers, and investment accounting. You'll learn to: Record transactions, track costs, and manage accounts Open and close bookkeeping cycles Analyze business performance and profit Choose the right accounting method Master investment accounting fundamentals Understand manufacturing cost accounting With your own copy of Accounting Workbook For Dummies, you can learn how to do all of that, find out what you need to know about financial statements, get tips for management accounting, and more.

Accounting For Dummies

Learn the basics of practical accounting easily and painlessly with Accounting For Dummies, 4th Edition, which features new information on accounting methods and standards to keep you up to date. With this guide, you can avoid accounting fraud, minimize confusion, maximize profits, and make sense of accounting basics with this plain-English guide to your accountant's language. Understand how to manage inventory, report income and expenses for public or private companies, evaluate profit margins, analyze business strengths and weaknesses, and manage budgets for a better bottom line.

The Fast Forward MBA in Project Management

The all-inclusive guide to exceptional project management The Fast Forward MBA in Project Management is the comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you answers you need now. You'll find the cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-after skills and the pitfalls you should watch out for. This new fifth edition features new case studies, new information on engaging stakeholders, change management, new guidance on using Agile techniques, and new content that integrates current events and trends in the project management sphere. Project management is a complex role, with seemingly conflicting demands that must be coordinated into a single, overarching, executable strategy — all within certain time, resource, and budget constraints. This book shows you how to get it all together and get it done, with expert guidance every step of the way. Navigate complex management issues effectively Master key concepts and real-world applications Learn from case studies of today's leading experts Keep your project on track, on time, and on budget From finding the right sponsor to clarifying objectives to setting a realistic schedule and budget projection, all across different departments, executive levels, or technical domains, project management incorporates a wide

range of competencies. The Fast Forward MBA in Project Management shows you what you need to know, the best way to do it, and what to watch out for along the way.

The 30 Day MBA in Business Finance

The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering 13 key topics which fall under three main headings - the Fundamentals of Business Finance, Corporate Capital Structures and Financial Strategies and Special Topics. Learn what they teach you at the world's top accountancy firms and Business Schools and why it matters to you. With guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records, this book contains everything you need to eliminate gaps in your financial knowledge, think like a financial strategist, move out of your disciplinary straight jacket and become a top manager.

Profit Analysis for Business Managers

Financial reports provide vital information to investors, lenders, and managers. This chapter from the seventh edition of How to Read a Financial Report offers a plain-English user's guide to financial reports. The book helps you get a sure-handed grip on the profit, cash flow, and financial condition of any business. This chapter delves into: External income statements Comparing Equal Percent changes Reporting operating expenses Analyzing a management profit report Making changes in the profit equation Determining the breakeven point

Total Quality Management

To understand and profit from Total Quality Management, companies must pay particular attention to the first word in the phrase-total. The spectacular rewards enjoyed by top companies like 3M, FedEx, and Ben & Jerry's were earned through a total commitment to achieving superior quality and customer satisfaction across all company functions and processes. Total Quality Management, Second Edition gives you a completely up-to-date look at how 51 of the world's most successful companies put the total into TQM. Each of these companies, including 13 new additions and 23 Baldrige Award winners, is cited as a benchmark performer in a particular business function. Their examples help you set your sights on specific goals and learn a variety of ways to go about achieving each goal. Each chapter features the best practices of one manufacturing company, one service company, and one small business. Following the examples set by these overachievers, you'll discover how to: * Lead the transition from traditional management to management by quality * Identify customer needs and use that knowledge to drive the organization * Integrate strategic quality and business planning into a single strategic process * Communicate customer and company requirements throughout your organization * Recognize and reward employee efforts and promote improved quality * Establish uniform measurement systems and manage by fact, not fiction * Borrow shamelessly from industry leaders to encourage breakthrough thinking * Build strengths and eliminate weaknesses through an annual assessment process. Fully updated-the book that puts the total into. Total Quality Management. In this book, the former chairman of the Baldrige Award panel of judges teams up once again with a leading quality consultant to bring you a Baldrige-based TQM model that covers every aspect of your business. Built from the best practices of 51 companies (including 23 Baldrige Award winners) whose star performances have made them benchmark corporations, this book brings you: * Best practices and TQM applications from small businesses, huge corporations, and everything in between * TQM practices from retail stores, service companies, manufacturers, and more * Hundreds of real-world examples, tested processes, and innovative techniques * Proven ways to boost profits, inspire workers, and delight customers. Praise for the First Edition "Alive . . . vivid, entertaining, successful. . . . Even the most inexperienced can understand and implement TQM using this book."-Charles A. Aubrey Vice President, Juran Institute. "If you read only one book about quality management, read this one . . . the definitive management handbook of the decade."-Lynn A. Moline Former Executive Director, Minnesota Council for Quality. "A great book about a better way to run a company."-Bob G. Gower President and CEO, Lyondell Petrochemical Co. "Packed with strategies that can be implemented in any organization . . . must reading for those interested in proven quality strategies."-Ellen Gaucher Senior Associate Director, University of Michigan Medical Center "Get it. This book is jammed full of practical case studies from a management and profitability perspective."-C. Jackson Grayson Jr. Chairman, American Productivity and Quality Center. Supplemented with an updated list of resources and a contact list for all profiled companies,

Total Quality Management, Second Edition shows you how to lead your organization straight to the cutting edge of quality and keep it there.

Foundations of Computational Finance with MATLAB

Graduate from Excel to MATLAB® to keep up with the evolution of finance data Foundations of Computational Finance with MATLAB® is an introductory text for both finance professionals looking to branch out from the spreadsheet, and for programmers who wish to learn more about finance. As financial data grows in volume and complexity, its very nature has changed to the extent that traditional financial calculators and spreadsheet programs are simply no longer enough. Today's analysts need more powerful data solutions with more customization and visualization capabilities, and MATLAB provides all of this and more in an easy-to-learn skillset. This book walks you through the basics, and then shows you how to stretch your new skills to create customized solutions. Part I demonstrates MATLAB's capabilities as they apply to traditional finance concepts, and PART II shows you how to create interactive and reusable code, link with external data sources, communicate graphically, and more. Master MATLAB's basic operations including matrices, arrays, and flexible data structures Learn how to build your own customized solutions when the built-ins just won't do Learn how to handle financial data and industry-specific variables including risk and uncertainty Adopt more accurate modeling practices for portfolios, options, time series, and more MATLAB is an integrated development environment that includes everything you need in one well-designed user interface. Available Toolboxes provide tested algorithms that save you hours of code, and the skills you learn using MATLAB make it easier to learn additional languages if you choose to do so. Financial firms are catching up to universities in MATLAB usage, so this is skill set that will follow you throughout your career. When you're ready to step into the new age of finance, Foundations of Computational Finance with MATLAB provides the expert instruction you need to get started quickly.

The Portable MBA in Entrepreneurship

This book covers everything that the sophisticated entrepreneur needs to know to start and run an entrepreneurial venture effectively. The updated, second edition includes a chapter on entrepreneurship and the Internet.

Asian Studies Newsletter

MBA In A Week is a simple and straightforward way to get the edge in business, giving you everything you really need to know in just seven short chapters. Every day it focuses on one area of MBA study, from global business, finance and accounting, to strategy, marketing and operations management. This book distils the most practical business insights of an MBA into easy-to-digest bite-sized chunks, giving you a basic knowledge and understanding of the key concepts, together with practical and thought-provoking exercises. Whether you choose to read it in a week or in a single sitting, MBA In A Week is your fastest route to success: - Sunday: Global business pressures and change - Monday: Finance, economics and accounting - Tuesday: Entrepreneurship, ethics and social responsibility - Wednesday: Strategy and marketing - Thursday: Operations management - Friday: Organizational behaviour and human resources management - Saturday: Research and change management ABOUT THE SERIES In A Week books are for managers, leaders, and business executives who want to succeed at work. From negotiating and content marketing to finance and social media, the In A Week series covers the business topics that really matter and that will help you make a difference today. Written in straightforward English, each book is structured as a seven-day course so that with just a little work each day, you will quickly master the subject. In a fast-changing world, this series enables readers not just to get up to speed, but to get ahead.

MBA In A Week

Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this second edition of the hugely successful The 30 Day MBA shows you to use key business concepts and tools to assess business decisions and implement strategy. You will be able to create your own Management Information Resource Centre, giving you access to business information on markets and competitors, research data and case studies, as well as hundreds of free business tools to help you carry out analyses. Importantly it will equip you with the knowledge and confidence to take part in strategic decisions alongside MBA graduates. Now including a thorough explanation of the 'break-even' analysis - the tool for making cost, volume, pricing and profit decisions - and case studies

detailing economically resilient brands with particular focus on developing countries, The 30 Day MBA, second edition places MBA skills within reach of all professionals and students.

The 30 Day MBA

In Bailout, John Waggoner answers the essential questions surrounding recent market catastrophes—from the failure of Bear Stearns to the credit crisis—and reveals how you can protect your portfolio during these turbulent times. Waggoner offers a wide range of strategies to help your portfolio weather this storm, including rebalancing and using foreign currencies, and discusses how Treasury bonds, gold, commodities, and real estate can solidify your financial standing. With the expert advice found here, you'll quickly discover what it takes to achieve safety and success in today's volatile market.

Bailout

Your golden opportunity to get a state-of-the-art education in entrepreneurship in your spare time and at a tiny fraction of the cost of an MBA program From an all-star team that includes: William D. Bygrave, Babson College . . . Jeffry Timmons, Harvard University and Babson College . . . Karl Vesper, University of Washington . . . Gerry Hills, University of Illinois, Chicago . . . Robert Ronstadt, Pepperdine University . . . David E. Gumpert, David Gumpert Communications . . . William Wetzel, University of New Hampshire . . . Joel Shulman, Babson College . . . Elizabeth Gatewood, University of Houston . . . Richard Mandel, Babson College . . . Joseph Iandiorio, Iandiorio & Teska . . . Steve Spinelli, Babson College . . . J. William Petty, Baylor University . . . Bruce Kirchhoff, New Jersey Institute of Technology . . . Julian Lange, Babson College. "Bygrave has assembled a thoughtful and highly usable volume. The fundamentals are all here . . . from how to recognize entrepreneurial opportunity to the development of successful business plans and financial arrangements. This book will be on the desk of every aspiring entrepreneur who wants a ready reference with a wealth of information equal to his dreams of entrepreneurial success." —Alfred E. Osborne, Jr. Director, Entrepreneurial Studies Center "Bygrave's book includes all the right stuff: the right topics, the right applications, and the right concepts for the MBA student seriously interested in entrepreneurship or providing goods and services to the growth segment of the business world." —Donald L. Sexton, William H. Davis Chair of American Free Enterprise System, Ohio State University "This book is a 'keeper.' The entrepreneur will be referring to it through the startup process and long afterward. This will be the bible for those who want to create and grow their own ventures." —Frank Hoy Dean, College of Business Administration, University of Texas, El Paso With the global marketplace now a reality, entrepreneurs and small businesses are seizing opportunities at a rate never before equaled. New markets emerge almost daily, offering boundless potential to those with the vision to see them, the courage to pursue them, and the persistence to capture them. But a keen eye, a strong heart, and a tenacious temperament do not guarantee success in this swirling maelstrom of competition. You'll also need a generous supply of the most precious commodity in the global marketplace—knowledge. The Portable MBA in Entrepreneurship, Second Edition equips real-world entrepreneurs with the same state-of-the-art business knowledge and information taught to MBA candidates in top business schools. William Bygrave has reassembled his all-star team of professors, consultants, and entrepreneurs to expand and update this bestseller. Every chapter is brought into step with the times through a host of new case studies and examples, and the changing legal, tax, and regulatory climates for small businesses and entrepreneurs are examined and explained as well. New and updated topics covered in this indispensable Second Edition include: Using the Internet as both a source of opportunities and a resource for generating additional revenues Discovering the perfect business opportunity Creating a business plan Financing a business with venture capital or debt financing Managing for growth Protecting intellectual property Harvesting your business Amazingly, while The Portable MBA in Entrepreneurship, Second Edition brings you the collective wisdom of some of the top guns in the academic and business worlds, you don't need an academic background to understand it. Featuring solid, substantive information written in a clear and engaging style, this book is your golden opportunity to get a five-star education in entrepreneurship at a take-out price. Also available, The Portable MBA in Entrepreneurship Case Studies. The Portable MBA Series The Portable MBA, with over 150,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Now, with the Portable MBA Series, Wiley takes this idea one step further by providing readers with a continuing business education. These titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics. SERIES TITLES: Core Curriculum The New Portable MBA The Portable MBA in Marketing The Portable MBA in Finance and Accounting The Portable MBA in Management The Portable MBA in Entrepreneurship, Second Edition The Portable

MBA in Investment The Portable MBA in Strategy The Portable MBA in Economics Vital Business Topics Real-Time Strategy New Product Development Total Quality Management Psychology for Leaders Market-Driven Management Also Available The Portable MBA Desk Reference The Portable MBA in Entrepreneurship Case Studies

The Portable MBA in Entrepreneurship

The brand-new edition of the ultimate desktop tool The PORTABLE MBA DESK REFERENCE Substantially revised, completely updated How do I analyze a balance sheet? What is business process reengineering? Where can I get financial information about overseas companies? What kinds of services does the Department of Commerce provide to exporters? When it comes to finding quick answers to these and other important business questions, thousands of people depend on The Portable MBA Desk Reference-the complete all-in-one guide to business terms, facts, ideas, and resources. Now this Second Edition has been extensively revised to include the very latest business topics and data, plus new cutting-edge sections on technology, and much more. Organized into two easy-to-use sections, it contains an A-to-Z encyclopedia covering key topics ranging from accounting and marketing to manufacturing and strategy, plus a comprehensive resource guide for finding specific information-in print and on line-on dozens of subjects. Ideal for a quick-take or a fast refresher, this edition of The Portable MBA Desk Reference is the best colleague you'll ever have. A selection of Book-of-the-Month Club, Money Book Club, and Quality Paperback Book Club. Being in business today means navigating a daunting array of jargon, theories, and data covering hundreds of topics-any one of which could have the power to make or break your success at any time. That's why thousands of people depend on The Portable MBA Desk Reference-the complete one-stop source of quick-access information on hundreds of key business terms, concepts, and resources. From accounting and advertising to management and manufacturing, this ready reference puts a wealth of essential knowledge right at your fingertips. Now substantially revised and updated, this outstanding second edition of The Portable MBA Desk Reference keeps pace with the latest developments in business practice, including cutting-edge information on the Internet and electronic commerce, plus up-to-the-minute business facts, figures, and more. Like its successful predecessor, this new edition offers the combined wisdom of experts from every field of business-all skillfully presented in two user-friendly sections. PART ONE is an easy-to-use A-to-Z encyclopedia of major business topics, with plain-English coverage of crucial terminology and subjects in accounting, economics, finance, international business, management, manufacturing, marketing, and strategy. You'll also find helpful mini-case studies and real-life examples, plus time-saving cross-references to related entries. PART TWO is a comprehensive and up-to-date directory of sources of vital business information. It tells you exactly where to look-in print and on line-and whom to contact for information on dozens of business areas, including advertising, marketing demographics, corporate and industrial financial data, economic data, international business, and more. You'll also find appendices packed with hard business facts, numbers, and lists-perfect for beefing up an important report or preparing for that last-minute meeting. Whether you're looking for a quick-take or a complete business refresher course, The Portable MBA Desk Reference, Second Edition is an essential companion for your trip to the top. The Portable MBA Series The Portable MBA series, with over 450,000 copies sold, provides instant "MBA literacy" to managers, professionals, and business owners. Portable MBA books provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics. As such, The Portable MBA series provides the most authoritative continuing business education available.

The Portable MBA Desk Reference

Fifteen articles deal with the future, business networks, value building, global business, reengineering, and the new role of management

Fast Forward

Helps leaders discover exactly what they need and their organizations must stop doing, as well as start doing, to increase organizational effectiveness.

Library Journal

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The Publishers Weekly

Demystify your financial statements and figure out what your accountant is talking about with this straightforward roadmap to the world of accounting. Few skills are as useful as a basic understanding of accounting language. And with the right resources, learning the language of business can be intuitive, empowering, and fun. *Accounting For Dummies* is the perfect place to start, whether you're operating a small business, just need help managing the family budget, or you're a rising star in corporate America. It's a financial blueprint for the everyday person, easy-to-understand, and full of practical advice. You'll learn the basic ABC's of accounting, how to read and understand financial statements, create best in class budgets & forecasts, craft profitable business plans, take control of your own finances, gain insight on how companies get money from investors and banks, and avoid common money mistakes that trip up even the best of us. You'll also find out how to: Diagnose the financial health of your business and make a realistic plan to grow your company. Improve your own or your family's money situation with sound financial planning and understanding. Understand each of the three basic financial statements and what they say about a company's past, present, and future. Enhance your knowledge of how accounting functions and operates in today's digital age and cloud-based world. As a useful tool for business or as a guide to your personal finances, nothing compares to accounting mastery. And once you've nailed the basics, you'll wonder how you ever lived without this universal and beautiful language.

Fast Forward Leadership

An investor's guide to understanding and using financial instruments. *The Handbook of Financial Instruments* provides comprehensive coverage of a broad range of financial instruments, including equities, bonds (asset-backed and mortgage-backed securities), derivatives (equity and fixed income), insurance investment products, mutual funds, alternative investments (hedge funds and private equity), and exchange traded funds. *The Handbook of Financial Instruments* explores the basic features of each instrument introduced, explains their risk characteristics, and examines the markets in which they trade. Written by experts in their respective fields, this book arms individual investors and institutional investors alike with the knowledge to choose and effectively use any financial instrument available in the market today. John Wiley & Sons, Inc. is proud to be the publisher of the esteemed Frank J. Fabozzi Series. Comprising nearly 100 titles—which include numerous bestsellers—The Frank J. Fabozzi Series is a key resource for finance professionals and academics, strategists and students, and investors. The series is overseen by its eponymous editor, whose expert instruction and presentation of new ideas have been at the forefront of financial publishing for over twenty years. His successful career has provided him with the knowledge, insight, and advice that has led to this comprehensive series. Frank J. Fabozzi, PhD, CFA, CPA, is Editor of the *Journal of Portfolio Management*, which is read by thousands of institutional investors, as well as editor or author of over 100 books on finance for the professional and academic markets. Currently, Dr. Fabozzi is an adjunct Professor of Finance at Yale University's School of Management and on the board of directors of the Guardian Life family of funds and the Black Rock complex of funds.

The Portable MBA

Whether you're just thinking of starting a business, have taken the first few steps, or already have your own business, this comprehensive, easy-to-understand guide can help ensure your success.

Quill & Quire

From the experts at *Entrepreneur Magazine*—Everything you need to know to start and grow a successful home-based business. Extra money, a better lifestyle, the satisfaction of building a business you believe will really take off—whatever your motive, the success of your home-based business depends on making the right decisions from the very start. And this comprehensive guide will help you do just that. It's packed with expert advice from some of the most experienced and knowledgeable people around—the staff of business consultants at *Entrepreneur Magazine*. You'll learn: What businesses are best conducted from home. How to research your potential markets, analyze the strengths and weaknesses of your competition, and set your prices accordingly. How to organize your finances correctly right from the start—and avoid disaster later. How to establish effective advertising and promotional strategies without spending a lot of money. How to handle the legal aspects of a home-based business—forms of operation, licenses, zoning ordinances and restrictions, and taxes. How to control crucial, but often overlooked, issues like time management, business image, and working in isolation. How to turn a room into an office and buy equipment, supplies, and fixtures to create an efficient, comfortable working environment. Also available from the *Entrepreneur Magazine*

library: The Entrepreneur Magazine Small Business Advisor, Second Edition, Starting an Import/Export Business, Small Business Legal Guide.

The British National Bibliography

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