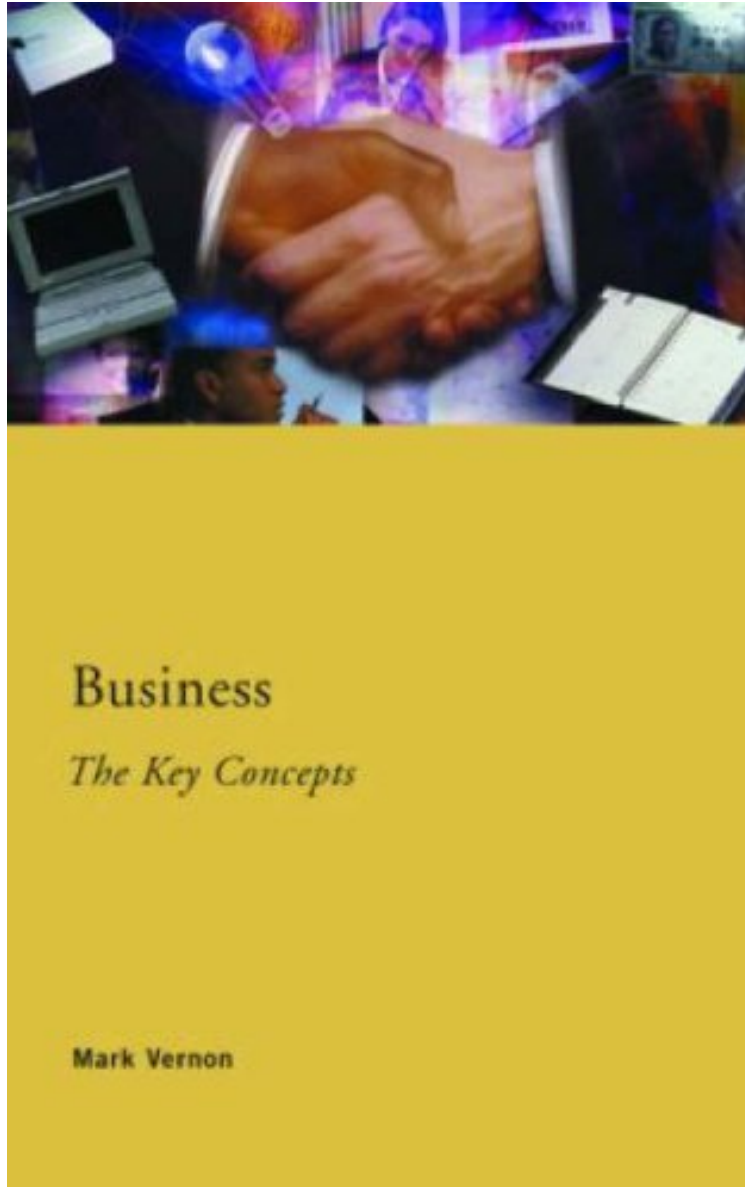


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Business: The Key Concepts (Routledge Key Guides)

Mark Vernon

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Mark Vernon : Business: The Key Concepts (Routledge Key Guides) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business: The Key Concepts (Routledge Key Guides):

4 of 4 people found the following review helpful. Great book for business students and managers By David Pilling This book is an excellent guide to business studies up to MBA level. Hundreds of terms and subjects are defined and then discussed in practical context, providing a series of introductory essays on the subjects. It is a real help with my studies, clearly explaining complex issues. The book also includes a long list of business books that allows you to go into a

specialist area in greater depth. The list alone is more than worth the price of the book. I found it an essential tool and would recommend it to anybody as an introduction to business studies, and a guide to where to look next. The only complaint I have is the price of the hardback but the softback is great value.

Here is a practical guide to the essentials of business. This book provides everything you need to know about the key concepts and terms, from accountability to zero-sum game. Everything from management, economics and finance to marketing, organizational behaviour and operations is covered in just the right amount of detail to make things clear and intelligible. *Business: The Key Concepts* is detailed yet approachable* considers new developments in business, notably eBusiness and contemporary business ethics* covers established subjects, taking an international and strategic perspective that balances theory and practice* suggests specific further reading for many concepts and also includes an extensive bibliography. Whether you're already in business and could do with a handy reference guide, or you're a student needing an introduction to the fundamentals, *Business: The Key Concepts* is the perfect companion.

From Library Journal Routledge's "Key Concepts" series aims to provide basic definitions to undergraduates and the informed public. In this entry, approximately 230 terms in management, economics, marketing, organizational behavior, and operations are each given a one-sentence definition followed by a longer, more detailed description, up to two pages in length, explaining the idea in context. Each entry ends with See also references and further reading suggestions tied to a long, up-to-date bibliography. One might quibble about some of the titles in the bibliography (e.g., only one book by Peter Drucker and none by Alfred Sloan), but it's excellent for a title of this size. Although Routledge is a British publisher and there are some British spellings, most examples feature U.S. companies. Ultimately, this book is suitable for any library that carries the "Key Concepts" series. But it is closer to "Cliffs Notes" or the old "College Outline" series than a true dictionary, and it may be better placed in circulation than in reference. The cloth edition is overpriced, and libraries with a moderately good collection of business dictionaries will have everything offered in this volume. Small libraries might find Jack Friedman's *Dictionary of Business Terms* (Barron's, 2000. 3d ed.) or P.H. Collin's *Dictionary of Business* (Peter Collin, 2001. 3d ed.) better values. Patrick J. Brunet, Western Wisconsin Technical Coll., LaCrosse Copyright 2001 Reed Business Information, Inc. "The work's strength is its lengthy bibliography, which offers librarians a good starting point for introducing students to some classic works in specialties in the field."-Choice ...".it's excellent for a title of this size. Ultimately, this book is suitable for any library that carries the "Key Concepts: series."-"Library Journal, December 2001 About the Author Mark Vernon is a journalist who contributes frequently to The Financial Times and other publications in the U.S. and abroad. He resides in London where is currently researching a new book at Warwick University.