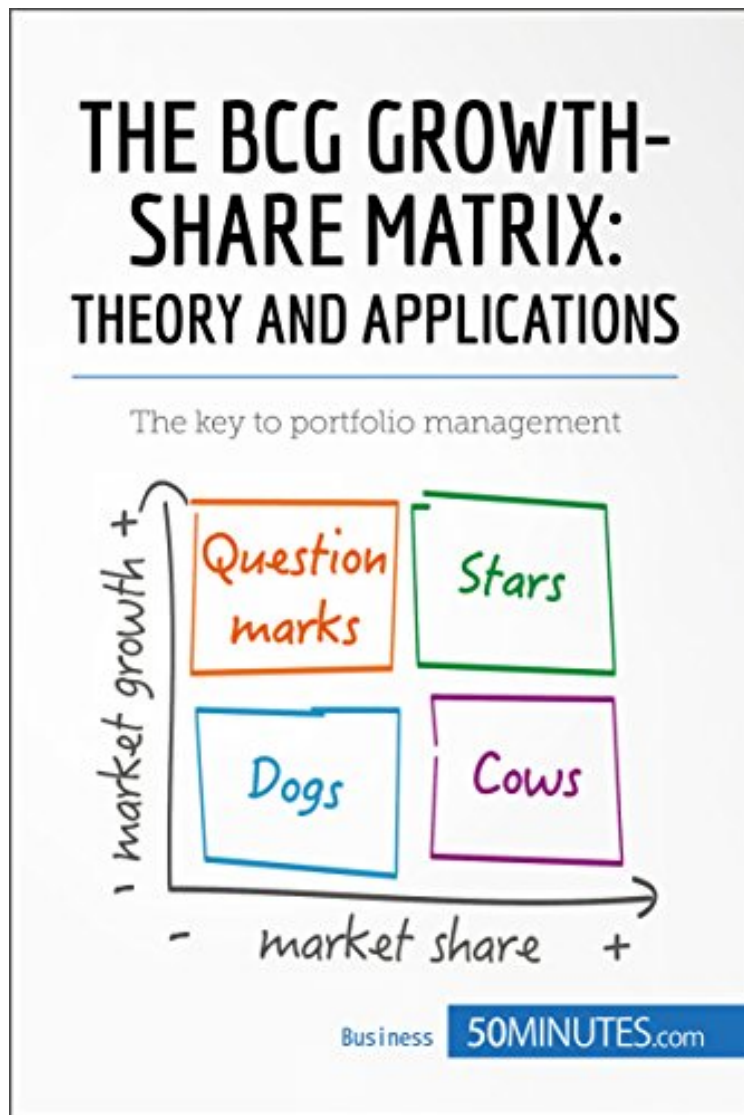


[Download free ebook] The BCG Growth-Share Matrix: Theory and Applications: The key to portfolio management (Management Marketing Book 10)

The BCG Growth-Share Matrix: Theory and Applications: The key to portfolio management (Management Marketing Book 10)

50MINUTES.COM

*Download PDF / ePub / DOC / audiobook / ebooks



DOWNLOAD



READ ONLINE

#630807 in eBooks 2015-09-02 2015-09-02 File Name: B014T6N6FQ | File size: 75.Mb

50MINUTES.COM : The BCG Growth-Share Matrix: Theory and Applications: The key to portfolio management (Management Marketing Book 10) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The BCG Growth-Share Matrix: Theory and Applications: The key to portfolio management (Management Marketing Book 10):

The key to portfolio management! This book is a practical and accessible guide to understanding and implementing the BCG growth-share matrix, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Analyze the activities in your business portfolio and identify the role they play in the business as a whole
- Sort these activities into the four categories of the matrix: stars, question marks, cash cows and dogs
- Identify the future market shares and growth to make sure you invest in the right activities

ABOUT 50MINUTES.COM | Management Marketing

50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.