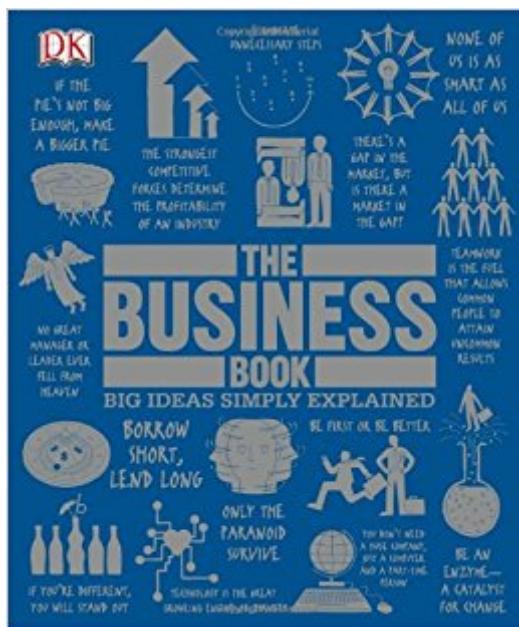


The book was found

# The Business Book (Big Ideas Simply Explained)



## **Synopsis**

Packed with innovative graphics and simple explanations of business concepts, from managing risk and alternative business models to effective leadership and thinking outside the box, The Business Book covers every facet of business management. Big ideas make great business thinkers and leaders. From Adam Smith and Andrew Carnegie to Bill Gates and Warren Buffett, The Business Book is perfect for college students, would-be entrepreneurs, or anyone interested in how business works. The Business Book is the perfect primer to key theories of business and management, covering inspirational business ideas, business strategy and alternative business models. One hundred key quotations introduce you to the work of great commercial thinkers, leaders, and gurus from Henry Ford to Steve Jobs, and to topics spanning from start-ups to ethics.

## **Book Information**

Series: Big Ideas Simply Explained

Hardcover: 352 pages

Publisher: DK (February 17, 2014)

Language: English

ISBN-10: 1465415858

ISBN-13: 978-1465415851

Product Dimensions: 7.9 x 1 x 9.6 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 44 customer reviews

Best Sellers Rank: #84,949 in Books (See Top 100 in Books) #80 in Books > Reference > Encyclopedias & Subject Guides > Business #643 in Books > Business & Money > Education & Reference #1470 in Books > Business & Money > Management & Leadership > Management

## **Customer Reviews**

Business is fascinating, made even more so by the 360-degree view offered here on leadership, history, marketing, manufacturing, and all the other disciplines that comprise modern-day corporations. The book is not exactly an MBA in 352 pages, but DK editors do a good job in presenting the essentials. What makes this less of a textbook and more of an intriguing read is the colloquial language, the shortness of the sections, the myriad illustrations, and the factoids and sidebars. Topics include everything a business student should know, such as building a business, positioning, growth plans, the people side, financials, and operations. Headlines spell out such

issues as Why Takeovers Disappoint to Play by the Rules. Quotes and biographies add color, Warren Buffet is cited (The line separating investment and speculation is never bright and clear), and Nissan CEO Carlos Ghosn is profiled. --Barbara Jacobs

"Business is fascinating, made even more so by the 360-degree view offered [in The Business Book] on leadership, history, marketing, manufacturing, and all the other disciplines that comprise modern-day corporations."  Booklist "[The Business Book] is definitely a title worth having in the collection."  Voice of Youth Advocates (VOYA) Magazine "More than a well-designed cheat sheet, The Business Book is a title that a young entrepreneur can dive into for valuable factoids to impress a potential investor, keeping the conversation going at a networking event or to simply fill in some knowledge gaps."  Success.com

Disappointed. I thought this would be more of an infographic book....but it's more like a high school business 101 book.

Love how business ideas are introduced in rapid succession, sometimes in 1 or 2 pages only. Complete with practical examples that you can begin using right away!

Great and useful book, to be highly recommended

The good: The content is a light introduction to most business topics. The bad: The graphics do not add any value, they are there just for the sake of been there.

If you want a crash course in business 101 then this is your book! It explains ALL business concepts in an easy to understand way with great illustrations. Highly recommended!

Brief and balanced business book, covering most of the core syllabi which is generally taught in any Business Management school these days. Can recommend for a quick referencing to certain a topic.

Great Book. This book explains many business concepts in a way that is easy to understand. Some concepts are obvious but none the less you can still learn from them. I recommend this book along with other DK Adult books as they are all very good.

Pretty good. Had seen all of this information over the past ten years or so. But nice to have it summarized in one volume. Not necessarily a reference manual but more of a refresher course.

[Download to continue reading...](#)

Coal Power Technologies Explained Simply: Energy Technologies Explained Simply (Volume 6) The Business Book (Big Ideas Simply Explained) The Art Book: Big Ideas Simply Explained The Movie Book (Big Ideas Simply Explained) The Psychology Book: Big Ideas Simply Explained The Star Trek Book (Big Ideas Simply Explained) The History Book (Big Ideas Simply Explained) The Religions Book (Big Ideas Simply Explained) The Science Book (Big Ideas Simply Explained) The Philosophy Book: Big Ideas Simply Explained The Politics Book (Big Ideas Simply Explained) El Libro de la FilosofÃa (Big Ideas Simply Explained) (Spanish Edition) Business For Kids: for beginners - How to teach Entrepreneurship to your Children - Small Business Ideas for Kids (How to Start a Business for Kids - Business for children - Kids business 101) ESL Business English: The essential guide to Business English Communication (Business English, Business communication, Business English guide) PASSIVE INCOME:14 Ways to Make \$5,000 a Month in Passive Income - Online Business Ideas, Home-Based Business Ideas, Passive Income Streams, and More! Simply Standards: 22 Most Requested Songs (Easy Piano) (Simply Series) Simply Chopin: The Music of FrÃ©dÃ©ric Chopin -- 25 of His Piano Masterpieces (Simply Series) Simply Ramen: A Complete Course in Preparing Ramen Meals at Home (Simply ...) Simply Beautiful Rubber Stamping (Simply Beautiful Series) Simply Country: 18 Current and Classic Hits (Easy Piano) (Simply Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)