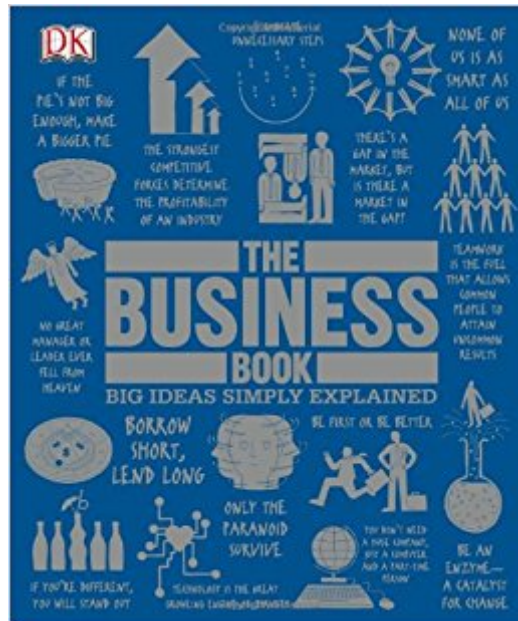


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# The Business Book (Big Ideas Simply Explained)



## 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

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

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## 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.

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