



The Portable MBA Desk Reference: An Essential Business Companion (The Portable MBA Series)

By Nohria, Nitin

Wiley, 1998. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: The brand-new edition of the ultimate desktop toolThe PORTABLE MBA DESK REFERENCESubstantially revised, completely updatedHow 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 online- 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...



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