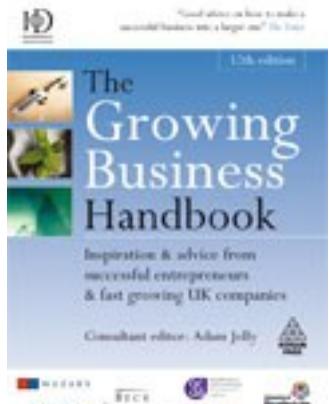


The Growing Business Handbook



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著者:Adam JOLLY

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Aimed at senior managers in middle market and SME companies, The Growing Business Handbook focuses on key issues such as funding, innovation, customer service, business technology and international expansion. Includes case studies from top companies.

The Growing Business Handbook is a superb reference tool for all businesses with growth potential, filled with invaluable insights and guidance from SME specialists in finance, HR, marketing, innovation, people and IT, as well as help on enterprise risk and useful legal advice.

The Growing Business Handbook is the reference source of choice to help you ensure and manage business growth, particularly in challenging economic conditions. Now in its 12th edition, this book looks at all the areas ripe for exploitation by your growing business and discusses ways you can manage the associated risks.

Contributors include: the Chartered Management Institute; British Airways; the

Chartered Institute of Purchasing and Supply; the Chartered Institute of Management Accountants; Mazars; UKAS; BT Conferencing; the London School of Economics; and Strathclyde Business School.

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