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# Fast Forward Mba Pocket Reference

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dreams     The Fast Forward MBA in Financial Planning Edward McCarthy, 1999 The Fast Forward MBA in Financial Planning brings you the information you need when you need it most now This practical easy to use guide gives you instant access to the cutting edge ideas and hard won wisdom of today's financial planning world In short lively segments using real world examples it delivers the facts you need to navigate complex financial issues You'll find brief descriptions of key concepts tips on real world applications compact case studies and warnings on how to avoid pitfalls Here are all the tools you need to set and meet all your financial goals Learn how to Create and analyze personal financial statements Develop a sound spending plan Protect income and assets Select the right insurance coverage Implement retirement and estate planning strategies And much more From the creators of the bestselling Portable MBA series comes The Fast Forward MBA A quick way to brush up on new ideas An easy to use format that fits in any briefcase Real world information that you can put to use now     *The Fast Forward MBA in Hiring* Max Messmer, 1998-02-27 With savvy real world advice from a big name in the world of hiring and staffing this book lays out the process of strategic staffing as opposed to conventional hiring The clean clear format works well for people who are pressed for time     *The Fast Forward MBA in Marketing* Dallas Murphy, 1997-04-03 Your fastest route to a whole new level of marketing prowess When those big marketing decisions loom and success hangs in the balance you need reliable authoritative information immediately not tomorrow not next week NOW With The Fast Forward MBA in Marketing as your constant companion you've got it In this resource you'll find clear concise coverage of the complete range of essential marketing topics in a format designed especially for people who need answers quickly You'll also find cutting edge ideas from highly regarded thinkers and doers and the world's best MBA programs This indispensable guide brings you Essential marketing concepts product price place and promotion A rapid fire overview of marketing innovations technological breakthroughs and important trends of the past decade The latest methods and suggestions for solving your toughest marketing problems Cutting edge articles from Marketing Tools magazine that illustrate how successful entrepreneurs and businesses employ these concepts in the real world Multiple access points index cross references and icons that lead you quickly to the answers you need A convenient format with short lively entries that tell you what you need to know without bogging you down in theory Whether you're a hard driving entrepreneur a busy marketing specialist or manager or a recent graduate eager to make your way in the business world The Fast Forward MBA in Marketing puts the knowledge you need where you need it most right in the palm of your hand     Echocardiography.org Terence D. Rafferty, 1999-04 Echocardiography.org is a multimedia publishing company which was founded in 1998 to meet a consumer demand for education in the field of transesophageal echocardiography Transesophageal echocardiography TEE is an ultrasound diagnostic technique for obtaining real time images of the heart and great vessels from a transducer positioned within the esophagus This technique receives widespread application in the perioperative care of critically ill patients The company has two divisions namely a research unit based in New Haven Connecticut and a production and

distribution unit based in Silver Spring Maryland The company product consists of 6 hours of videotape and a book which describe TEE techniques The target market consists of physicians who wish to develop or maintain expertise in TEE Initial company efforts have focused on developing a product and determining the logistics of test marketing and distributing the product to a market niche of cardiac anesthesiologists a subset of consumers who would be expected to be particularly receptive to the product Promotional methods included selective mass mailings lecture promotion and Internet marketing Test marketing of the product resulted in 99 sales of complete videotape sets in 6 months of operations Most purchases were made by groups of physicians rather than by individual physicians a factor which necessitated downward revision of the size of the residual market This suggested that efforts be made to expand the size of the potential market by also targeting both non cardiac anesthesiologists and physicians from subspecialties other than anesthesiology A second focus of test marketing had been to determine an optimal price for the videotapes Results suggested that price was not a major purchasing variable and that it would be reasonable to set the price for subsequent marketing at or above the price previously demanded Finally despite the small number of sales involved the distribution channel for the videotapes did not function seamlessly and requires further attention Projected plans for the future include placing a major emphasis on Internet marketing from established e commerce sites both in the US and overseas and annual release of product upgrades to reflect consumer needs as determined by feedback from a database of existing consumers and further development of an existing public service Internet web site also termed Echocardiography org

Public Trust in Business Jared D. Harris,Brian Moriarty,Andrew C. Wicks,2014-07-03 Public trust in business is one of the most important but least understood issues for business leaders public officials employees NGOs and other key stakeholders This book provides much needed thinking on the topic Drawing on the expertise of an international array of experts from academic disciplines including business sociology political science and philosophy it explores long term strategies for building and maintaining public trust in business The authors look to new ways of moving forward by carefully blending the latest academic research with conclusions for future research and practice They address core drivers of public trust how to manage it effectively the consequences of low public trust and how best to address trust challenges and repair trust when it has been lost This is a must read for business practitioners policy makers and students taking courses in corporate social responsibility or business ethics

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