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- Global edition James O'Brien, George Marakas, 2011-04-16 The benchmark text for the syllabus organised by technology a week on databases a week on networks a week on systems development etc taught from a managerial perspective O'Brien s Management Information Systems defines technology and then explains how companies use the technology to improve performance Real world cases finalise the explanation *The Essential Business Guide* Anna McGrail, 2008 *Two Dozen Businesses You Can Start and Run in Canada, the USA and Elsewhere* Obi Orakwue, 2007-03 *The Entrepreneur's Business Guide: From a Startup Approach* Austin C. Eneanya, 2018-09-24 The entrepreneur s business guide is a step by step start up business book that addresses business from the start up phase to ideally the developmental stage This is a startup business book This book is a start up CEO field guide book to scaling up your business this start up manual will help you understand what steps to take 1 Change of mentality between the business world and the employment world conventional way of starting up a business 2 How to develop a business idea and convert it into a business plan 3 Franchise business model and tips you need to know before choosing a franchised firm 4 Outsourcing business model with more than 50 business start up ideas you can pick from to start up your own business 5 Network marketing approach for start up building from the ground up 6 Learn how to manage and troubleshoot your business sales as a start up or as an already growing brand A Small Business Guide to Doing Big Business on the Internet Brian Hurley, Peter Birkwood, 1996 *Marketing on the Internet* Jill H. Ellsworth, Matthew V. Ellsworth, 1997 An in depth guide to advertising marketing and sales on the Internet the tools techniques and strategies you need to create an effective multimedia presence on the World Wide Web Business on the

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