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When it comes to operating a small business, it doesn't matter how good the idea is if the accounting behind the operations isn't solid. Now readers have a resource that covers the accounting tools and strategies that will help them run a successful company. They'll gain a strong foundation in basic accounting and then progress to accounting strategies for service businesses. They'll also learn about basic accounting procedures and find ways to utilize accounting techniques for a merchandising business.

Salesmanship is an essential skill that carries over into many industries. In Selling, the latest text from the Business series in the Wiley Pathways imprint, students learn up-to-date information and techniques on prospecting, planning sales calls, making great presentations, and closing the sale.

Building on three well known Marketing books (Marketing for Dummies, Core Concepts of Marketing, and The Ultimate Guide to Electronic Marketing for Small Business), this text creates a concise introduction to the general principles of a marketing course. Introducing Marketing defines basic terms and concepts, describes the key features and characteristics of strategies and tools that practitioners use in their field, and provides students with a strong background with which to apply their newly acquired knowledge.

In order to become a successful entrepreneur, one has to have a clear understanding of how to effectively manage a small business. This valuable introduction shows budding entrepreneurs how to launch and run their own firm. In addition to explaining the value and appeal of small businesses, it offers a variety of essential start-up lessons, including how to write a business plan, obtain financing, and choose a legal form for any venture.

You can get there Where do you want to go? You might already be working in the information technology field and may be looking to expand your skills. You might be setting out on a new career path. Or, you might want to learn more about exciting opportunities in database management. Wherever you want to go, Introduction to Databases will help you get there. Easy-to-read, practical, and up-to-date, this text not only helps you learn fundamental database design and management concepts, it also helps you master the core competencies and skills you need to succeed in the classroom and in the real world. The book's brief, modular format and variety of built-in learning resources enable you to learn at your own pace and focus your studies. With this book, you will be able to: * Appreciate the key role of data in daily business operations and strategic decisions. * Understand databases, database management systems, and SQL, the software on which they are based, from the ground up. * Know how to gather and organize critical business information, design a database based on this information, and retrieve and modify that information in a useful manner. * Use accepted data modeling procedures to design a relational database. * Master the concept of data normalization and the use of standard normalization rules. * Explore critical real-world issues including application integration and securing data against disclosure and loss. Wiley Pathways helps you achieve your goals Not every student is on the same path, but every student wants to succeed. The Information Technology series in the new Wiley Pathways imprint helps you achieve your goals. The books in this series--Introduction to Databases, Introduction to Programming Using Visual Basic, Introduction to Operating Systems, Networking Basics, Windows Network Administration, Network Security Fundamentals, and PC Hardware Essentials--offer a coordinated information technology curriculum. Learn more at www.wiley.com/go/pathways

In a series of articles specifically commissioned for this volume, some of today's most distinguished business ethicists survey the main areas of interest and concern in the field of business ethics. Sections of the book cover topics such as the often easy relation between business ethics and capitalism, the link between business ethics and ethical theory, how ethics applies to specific problems in the business world, the connection between business ethics and related academic disciplines, and the practice of business ethics in modern corporations. Includes extensive, accessible discussion of all of the main areas of interest and debate in business ethics Features all original contributions by distinguished authors in business ethics Includes an annotated table of contents, bibliographies of the relevant literature and a list of internet sources of material on business ethics Perfect, comprehensive book for use in business ethics courses

This new text provides students with clear step-by-step techniques for creating, developing, and evaluating essential project management tools. Readers will learn concepts and skills using project plans, work breakdown structures, budgets, network diagrams, resource allocations, and project evaluations.

Start a successful online business—and be your own boss! Being an online entrepreneur means more than just building a website—and this book breaks down everything you need to know to be successful. Inside, you'll get plain-English explanations and easy-to-follow instruction on online business basics, legal and accounting issues, website design, Internet security, boosting sales, e-commerce, and so much more. While the ideas and concepts behind starting an online business are tried and true, the tools available to entrepreneurs change and evolve quickly—and often. Starting an Online Business All-in-One For Dummies gets you up to speed on the best new tools, resources, and communities, and shows you how to best leverage them to up your chances of success. Discover your niche and create a business plan Design your website and storefront Increase your reach and market with social media Choose the best web host for your needs If you're a budding entrepreneur with dreams of running your own online business, this book has everything you need to get started and grow your company to extraordinary heights!

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