

Obsah

Chapter 1 – The Manager's Role	3
Chapter 2 – Advertisement.....	9
Chapter 3 – Computers.....	14
Chapter 4 – Franchising	21
Chapter 5 – Promoting Goods.....	26
Chapter 6 – Just-In-Time Production.....	30
Chapter 7 – Entrepreneur	32
Chapter 8 – Marketing	36
Chapter 9 – Privatisation.....	45
Chapter 10 – Giving a Presentation	50
Chapter 11 – Satisfying Customers.....	55
Chapter 12 – Money.....	58
Chapter 13 – Promoting Goods.....	63
Chapter 14 – Joint-Stock Company	69
Chapter 15 – Logistics	71
Chapter 16 – Management	76
Chapter 17 – Accounting	79
Chapter 18 – Paying in Cash and Cheques	87
Chapter 19 – Going Public.....	92
Chapter 20 – International Trade	99
Chapter 21 – Sources of Expansion Capital.....	104
Chapter 22 – Business Report	107