

Preface	1
1 THE ECONOMY	2
1.1 Let's See What It's About!	3
1.1.1 Money & Politics - The Dirty Combination.....	3
1.1.2 Why Does It Cost Fifty Instead of Ten?.....	5
1.1.3 The Job Nobody Wants - Minister of Finance.....	11
1.2 Think About It and Practice It!	15
Key Words	18
Now Test Your Knowledge!	21
2 BUSINESS ECONOMICS	23
2.1 Let's See What It's About!	24
2.1.1 Who Are You Working For?	25
2.1.2 How To Set Up a Company	28
2.1.3 And - How To Run It Without Crashing	29
2.1.4 Cooperation With Abroad?	31
2.2 Think About It and Practice It!	34
Key Words	38
Now Test Your Knowledge!	39
3 MANAGEMENT	41
3.1 Let's See What It's About!	41
3.1.1 Who Invented It and What Happened Next?.....	42
3.1.2 The Heritage of the Egyptian Pharaohs.....	47
3.1.3 Corporate Culture Tells Everything About the CEO!	50
3.2 Think About It and Practice It!	52
Key Words	57
Now Test Your Knowledge!	58
4 MARKETING	60
4.1 LET'S SEE WHAT IT'S ABOUT!	62
4.1.1 Analyse The Market Situation!.....	64

4.1.2	Suggest the Product's Details!.....	65
4.1.3	Create a Plan of Actions!	68
4.1.4	Choose the Way to Sell It!	69
4.1.5	Avoid Deadly Marketing Sins!.....	70
4.2	Think About It and Practice It!	72
	Key Words.....	76
	Now Test Your Knowledge!	78
5	ADVERTISING, SALES PROMOTION & PR.....	80
5.1	Let's See What It's About!	82
5.1.1	Advertising.....	83
5.1.2	Sales Promotion & Direct Marketing	84
5.1.3	The Real World of Advertising	88
5.1.4	Public Relations - A Bit of Theory.....	89
5.2	Think About It and Practice It!	93
	Key Words.....	97
	Now Test Your Knowledge!	99
6	HUMAN RESOURCES.....	101
6.1	Let's See What It's About!	102
6.1.1	HR Administration? What is that???	102
6.1.2	Recruitment	106
6.1.3	Climbing Up the Career Ladder.....	108
6.1.4	Payroll & Benefits.....	112
6.2	Think About It and Practice it!.....	114
	Key Words.....	120
	Now Test Your Knowledge!	121
7	ACCOUNTING & FINANCE	123
7.1	Let's See What It's About!	125
7.1.1	What Are the Rules?	125
7.1.2	Reading the Balance Sheet	127
7.1.3	Profit and Loss Statement	129
7.1.3.1	Cash Flow.....	130

7.1.4	Annual Report	131
7.1.5	Monitoring the Company's Financial Condition	135
7.1.6	When the Financial Department Gets Upside Down	136
7.2	Think About It and Practice It!	139
	Keywords	147
	Now Test Your Knowledge!	149
8	BANKING	151
8.1	Let's See What It's About!	154
8.1.1	The Salary of Central Bank Heads.....	154
8.1.2	Choosing Your Bank	156
8.1.3	Managing Your Bank Account.....	159
8.2	Think About It and Practice It!	163
	Keywords	167
	Now Test Your Knowledge!	169
9	INFORMATION & COMMUNICATION TECHNOLOGIES	171
9.1	Let's See What It's About!	174
9.1.1	What People Do At Work	175
9.1.2	An Excursion to an Office Full of Laics	177
9.1.3	An Excursion to the IT Guys Office.....	180
9.1.4	The Topic That Can't Be Omitted - E-Waste!.....	181
9.1.5	Cyberspace Security	184
9.2	Think About It and Practice It!	186
	Keywords	189
	Now Test Your Knowledge!	192
10	LAW IN BUSINESS	194
10.1	Let's See What It's About!	197
10.1.1	An Unreliable Business Partner?	199
10.1.2	Marketing Crimes	200
10.1.3	Discrimination at Work.....	202
10.1.4	Lobbying - Clean or Dirty Game?.....	206
10.1.5	Ate It and Got Sick?	207

10.1.6 Intellectual Property	207
10.2 Think About It and Practice It!	208
Keywords	211
Now Test Your Knowledge!	213
Answer Key to Some Exercises.....	215
Bibliography	222