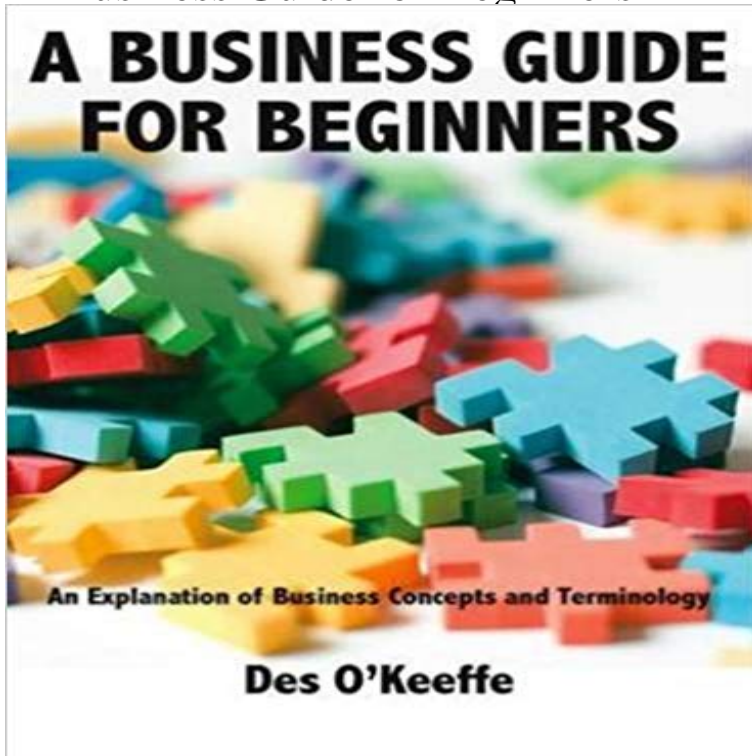


A Business Guide for Beginners



Many students completing their education will have started to consider entering the business world, either by taking up a career in industry or by starting up their own business. In either case, the first barrier to overcome may be complete or partial ignorance of what business is actually all about; its basic concepts and terminology. The same lack of knowledge may apply to those who have completed their original studies and are now thinking of starting a course of business studies. A Business Guide for Beginners addresses the needs of readers seeking to develop their practical knowledge of business: how it is organised and functions. This business primer also sets out to give those who decide to give business a go with ideas and, hopefully, motivations for approaching their ventures into the business world with some recipes for success.

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