
Review - Business the Ultimate Resource

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Christopher Meyer, Bob Norton, Jeffrey F. Rayport - Advisory Board
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Wow! When we ordered this book, we were amazed at the size - and scope -of this volume. It's huge! However, it contains information on almost any aspect of business you can think of. Need to understand how to calculate Net Present Value (NPV)? Have an employee problem you don't know how to handle? Need to build a marketing plan? Want to know how to franchise your business or business idea? Need an information source for public relations? You'll find all of this and much, much more in this weighty tome that encompasses more than 2,000 pages of business knowledge.

We've found the information and links to other books and information resources more than useful and if you consider the combination of information and price, a VERY small investment for every business owner. One of the best \$60.00 investments (you can get it under list online) we've made.

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