

Business Management: Modern Approaches

About the Book

Business management is a dynamic field with plausible applications in multiple areas. A business can be a firm, an entity or an agency providing consumers with a product or service. Whereas, Management is the effort to coordinate the functions of all the people involved in the business to achieve the desired goal. Business and management together form an entirely new discipline that can be used in any organization whether a small firm or a multi-national company. This book includes some of the vital pieces of work being conducted across the world, on various topics such as policies, strategies, and administration related to business and management. Coherent flow of topics, reader-friendly language and extensive use of examples make this book an invaluable source of knowledge. It will help the readers in keeping pace with the rapid changes in this field. The researches included in this book have been contributed by veterans from across the globe, giving it a truly global perspective.

About the Editor

Rupert Fry pursued his MBA-IBC (International Business Consulting) degree from the Graduate School of the University of Applied Sciences, Germany. He is a senior business consultant for various corporate firms in Germany, which include areas of insurance and banking. His academic interests lie in economic policies in international trade. Rupert has authored and edited numerous articles, major book chapters and reference textbooks in the field of business, management and trade.

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Edited by **Rupert Fry**



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