

内容概要

Welcome to the Business Fundamentals series from Harvard Business School Publishing!

The readings in this collection were developed for the MBA and executive programs of Harvard Business School. These programs rely heavily on the case method of instruction, in which students analyze and discuss firsthand accounts of actual management situations. Students also learn the fundamentals of what managers do: how they measure performance, make choices, and organize their activities. At Harvard Business School, the fundamentals are often taught through background notes, which describe business processes, management techniques, and industries.

书籍目录

Introduction
Some Thoughts on Business Plans
Note on the Financial Perspective: What Should Entrepreneurs Know?
How Much Money Does Your New Venture Need?
Everyting You Want to Know About Raising Capital
Note on Acquiring Bank Credit
Bootstrap Finance: The Art of Start-ups
For Further Reading

编辑推荐

The collections in this series are no meant to be comprehensive, but to present the fundamentals of business. Each collection contains several notes, and perhaps an article or two, that provide a framework for understanding a particular business topic or function.

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