Small Business Management Longenecker 16th Tuomaoore

Forestry Economics introduces students and practitioners to all aspects of the management and economics of forestry. The book adopts the approach of managerial economics textbooks and applies this to the unique processes and problems faced by managers of forests. While most forestry economics books are written by economists for future economists, what many future forest and natural resource managers need is to understand what economic information is and how to use it to make better business and management decisions. John E. Wagner draws on his twenty years of experience teaching and working in the field of forest resource economics to present students with an accessible understanding of the unique production processes and problems faced by forest and other natural resource managers. There are three unique features of this book: The first is its organization. The material is organized around two common economic models used in forest and natural resources management decision making. The second is the use of case studies from various disciplines: Outdoor and Commercial Recreation, Wood Products Engineering, Forest Products, and Forestry. The purpose of these case studies is to provide students with applications of the concepts being discussed within the text. The third is revisiting the question of how to use economic information to make better business decisions at the end of each chapter. This ties each chapter to the preceding ones and reinforces the hypothesis that a solid working knowledge of these economic models and the information they contain are necessary for making better business decisions. This textbook is an invaluable source of clear and accessible information on forestry economics and management for not only economics students, but for students of other disciplines and those already working in forestry and natural resources.
Erfolgreiche Unternehmensgründung Das Buch bietet eine anwendungsorientierte und kompakte Darstellung der wesentlichen Fragen einer Unternehmensgründung. Ausgehend von Gründerpersönlichkeit und Ideenfindung spannt sich der inhaltliche Bogen über Finanzierungsthemen, rechtliche Fragen und gründungsrelevante Rahmenbedingungen bis zur Erstellung eines Businessplans. Weiterführende Literaturverweise und Beiträge renommierter Praktiker/innen geben eine zusätzliche Hilfestellung und Tipps für die eigene Unternehmensgründung. Der inkludierte Businessplan eines IT-Start-ups veranschaulicht die praktische Anwendung. Zielgruppe des Buches sind vor allem Studierende von Universitäten und Fachhochschulen sowie alle künftigen Unternehmer/innen und Gründungshelfer/innen. Verständlichkeit, zahlreiche Abbildungen und das umfassende Glossar machen die komplexe Materie der Unternehmensgründung praxisnah, übersichtlich und leicht fassbar. Das Buch eignet sich auch sehr gut für das Selbststudium.
This handbook is the definitive source of research on the differences among family firms. It provides a timely and thorough investigation of the variant strategies and behaviors undertaken by family firms today, taking a closer look at different configurations of family involvement and how they influence outcomes and success. While studies on differences between family and non-family firms are deeply rooted in the literature, this handbook uniquely examines the family firm heterogeneity research to date and the inner firm governance, financial and non-financial objectives, and strategies such as innovation, competitive dynamics, internationalization, and human resources management. The handbook pulls together the work of the most prominent names in family business from around the world, separating itself from the competition both in content and geographical scope. Future research directions provided in each chapter will spark further interdisciplinary scholarly work, and will be enlightening for researchers, educators, and practitioners who are currently limited to the narrow and exclusive literature and advance the burgeoning research on this important topic.
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