



Drive Your Business with Management and Certainty (Paperback)

By Peter H Antoniou DBa

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.One of our clients wanted to talk about how to succeed in his business. The inquiry came because he wanted to find out how to move to the next level; how he can move forward as a business. Most of all, he was worried about all the uncertainty and complexity in the market and how he can put all of these concerns into perspective. Since he was in manufacturing, we knew that he would relate to things better by illustrating the process like some kind of mechanical apparatus. So, we picked up the car as a conceptual illustrative tool of business reality for ease of understanding and concept presentation. This sort of arbitrary selection of the analogy of using an automobile as an example, can not be used as a generalization. However, it is useful in catching the key concepts and factors which we need to make use in the actual business reality. We use the components of a car as the metaphor to illustrate the relationships that exist in a business and how to make sense of...



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