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A Brief Guide to Business Classics: From The Art of War to The Wisdom of Failure (Paperback)

By James M. Russell

Little, Brown Book Group, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. The world of business books is a curious place where one can find everyone from great businesspeople like Warren Buffett, Steve Jobs and Elon Musk, to the most spectacular business failures such as Enron and the sub-prime business market. There are geniuses, hard workers, academics and entrepreneurs as well a few charlatans and hucksters. There s even room for Donald Trump. The 70 titles covered were chosen with various parameters in mind: to cover a range of areas of business, from sales and marketing to negotiation, entrepreneurship to investing, leadership to innovation, and from traditional and corporate models of business to start-up manuals and alternative angles on the subject. Obvious bestselling titles such as How to Make Friends and Influence People or 7 Habits of Highly Effective People have been included, but there are also those books of more questionable value often included on recommended lists of business classics, included here by way of warning. The chosen books also cover a wide span of time and acknowledge that some of the most powerful or entertaining insights into business can be found in texts that..



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