

# Hbr Guide To Buying A Small Business Think Big Buy Small Own Your Own Company

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The HBR Guide to Buying a Small Business: which can be obtained through the campus bookstore at Norris or online via Amazon In addition to these two reference documents, there will be 5 cases chosen during the summer for students to read, submit relevant assignments and prepare for discussion

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high-performance sourcing and procurement, practitioners in the field emphasize that these are just the tip of the iceberg in terms of the impact that sourcing can bring to the enterprise "It's not just about cost savings—which was the traditional mind-set of the procurement function," says

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This information can guide the salesperson on which accounts to target and which products to empha-size Most of all, these insights save time—the most valuable commodity to a salesperson In examining Having this insight early in the buying cycle is a key

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Consumer Behaviour Jane Priest is a Teaching Fellow at Edinburgh Business School and teaches parts of the on-campus Marketing course, as well as the Consumer Behaviour elective by distance learning She is a key member of a team exploring how technology can ...

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The following chapters will guide B2B marketers through the eight main pillars of digital marketing, with checklists and worksheets provided at the

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quick tutorial or you can purchase the HBR Guide to Building Your Business Case + Tools, which includes an easy-to-use pre-filled spreadsheet for NPV and the other ROI methods) Many financial calculators also include an NPV function "A geek like me, I have it on my iPhone I like to know it's in my pocket," says Knight

### **What to Consider Before Buying A Franchise**

to consider when buying a franchise, they likely would not have invested I Warning Signs of a Fraud 1 Failure to Disclose All Necessary Documents and Details The franchisor who will not properly disclose all relevant details to the potential franchisee is probably trying to hide something The franchise may not be profitable or worse, a scam

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