Keys to Business Success

Martha A. Doran, Carol J. Carter, Joyce Bishop, Sarah Lyman Kravits

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This book provides readers with the necessary skills to succeed in business, and an introduction to that field. It also acknowledges the essentialness of these skills to succeed in *any* field, and uses real-world examples to illustrate principles. Effective business communication, basic math skills, various business concentrations, and career options, are just some of the valuable topics covered in this valuable guide to skill development. It also profiles different people in a variety of fields who serve as examples of how to achieve certain successes. For students considering a major and career in business, and anyone already in the field who wants an opportunity to examine and improve their skills.



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