The Business Book Big Ideas Simply Explained

???????????????????????????????? ??????????????little history?? ?????????????????? ????????? ???????????
???????????????????????????????????????
???
??
???
??
?? ??
???
??
???
??? ?????????????????????
?????????????? ???philosophy bites??????????????????????????????
??
???????????????????????????????? ????????????????40??????? ??????????????????????????????
????????????????????????????????????
??????????????????????????(???) ?70???????????? ???
?????????????????????????……??? ????
????????????? ??????????????? ?????????????? ??????????????????????????????
?? ???? ???
??? ???? ????????????? ?????????????????????????????????????
???
??? ?????????? ??????????
??……???????????
??????? ???
??????? ???? ?????????????? ??? ??????????
???
?????????????????? ??

?? ??
?? ??? ????????????????? ??
??
??????????????????? ???
?? ??
??? ???
??? ?????????????????
??
?? ??
??
??
???????????????????????????????????? ?????2018????????? ???
????????????Amazon????????? ?????TED?????????????????????? ???
??? ???? ???????????????????????????????????? ???
?? ?? ????????????????????????????
?????????????????????????????????????? ??
??
?? ?????????????????????????
??
??? ???????????????????????
?? ???????????????????
?? ?????????????????????? ??????????????????? ?? ??????????????????????
??????????????PaGamO/BoniO???? ???????????????????????????? ???????????????????????? ????TEDxTaipei??????????? ??????
???
??
??
??? ???
???……??TED???
??? ???……???????????????????????????????????

??????????????????????????????????????
??TED
????????????????????????????????Nature? ???? ?????? Hans Rosling ??WHO?
??????????UNICEF????????????????????????????????WEF??????????? 2005????????????????????????????Gapminder
Foundation??TED????????????3,500???
??Fast Company???????????
??
2017???????????????????????? ?????? Ola Rosling??????? Anna Rosling Rönnlund ????????????????????????????????
?2010????????????????????????Trendalyzer?Google?????????Google??
?? ???? ??? ??
??? ?? ???? ? ? ??????????? Chapter 1 ??????? ?????? ??????????????????
?????????? ???????? ??????????? ?????????????????? ?????? ????????????????? Chapter 2 ??????? ????? ????????????????????
????????? ???????? ?????????? ?????? ????????????????? ????????? Chapter 3 ??????? ???????????
?????????????????????? ?????? ???????? ????????????????? ?????????????????? Chapter 4 ??????? ?????? ???????? ??????
????????????????????? ?????4000???? ?????? ??? ??? ??????? Chapter 5 ??????? ????????? ?????? ?????????????????
?80/20?? ????? ?????? Chapter 6 ??????? ????? ?????? ????? ???????? ??????? Chapter 7 ??????? ?????? ??????
??????? ????????????????? ??????? Chapter 8 ???????? ???????? ??????? ???????? ?????? ??????????? Chapter 9
??????? ?????? ?????? ????? ??????? ????????? Chapter 10 ??????? ?????? ?????? ???????????????? ????????????????????
Chapter 11 ????????? ?????????????????? ?????????? ????? ? ? ? ? ? ?

This book is a part of the course by S.R.T.M University of Nanded. This book contains the course content for Business Ethics. Ethics is about determining value; it’s deciding what’s worth doing and what doesn’t matter so much. Business ethics is the way we decide what kind of career to pursue, what choices we make on the job, which companies we want to work with, and what kind of economic world we want to live in and then leave behind for those coming after. There are no perfect answers to these questions, but there’s a difference between thinking them through and winging it. The Business Ethics Workshop provides a framework for identifying, analyzing, and resolving ethical dilemmas encountered through working life.

Presents a guide for young readers on starting their own small business, discussing choosing the right business, finding customers, deciding what to charge, and using the Internet, and offering suggestions of sample businesses.

??????????????????????????????????? ?????????????????? ?????????????????????????

??
??
???
????????????????????????????? ???
?? • ??—??????????????????????????????????????? •
??—??????????????????????????????????? • ??—??????????????????????????????????? • ??—??????????????????????????????????
??—?????????????????????????????? ?? ??????
??????????????????????????????NBC????????Vogue?? ??
??Cal Newport
???Hal Elrod ????????????????
??David Allen
The main driver of inequality—returns on capital that exceed the rate of economic growth—is again threatening to generate extreme discontent and undermine democratic values. Thomas Piketty's findings in this ambitious, original, rigorous work will transform debate and set the agenda for the next generation of thought about wealth and inequality.
??????/??
??
??????????????
??2016 ??????????????????????? ?????? 16 ???????? 10 ????????? 20 ?????????????? ?????????????????????????????????????? ?
??????2017??????????? ? 2018?1?????????? ??2018?1??????????? ? 2018?1?????????? ??2016?6??????????
?????????????????????????????????????? ? 25 ????????????????????????????? ???????
?? ???????
????????????/??????????/?? ?????????
??
??? ——????????
?? ——???????????? ????????????????????????? 1975?4???????
??? ??????????????
???
?? ??????? ????????? ??????? ??????????
??????UCLA???????????????? ??????????? ???????????? ????????? ????????????????? ???????? ????????????????????????? ???????? ???????
?????? ???????????????????? ??? ? ??? ——??????? ?
?? ——???????????? ???????????? ? ???????????????????

——??????????????? ? ????????……???????????????? ——?????????????????????? ? ??????……??????????????????????????????????
——????????????? ? ???……???????????????????????????? ——???????? ?
?? ——?????????????? ?
???
——????????????????????????? ?
????????????????????????……???????????????AK-47???????????????……?? ——?????
?????????????????……????????????????????……??
?? ——???????Arts Fuse? ? ?? ——??????????? ?
???????????……?????????????????????????????????????? ——??????????????? ??? ???? (??)
???23?????? ???Amazon????????TOP1 NIKE???????????????? ????????????????? 24??????????50????? ???????300?????????
?????????????……?????????? ??????????????????? ???????NIKE?????????? ???????1494?1495??????? ????????????????
?????????????????? ??????EMBA???? ???????????????????????? ?????????????????????????????? ?????????????
????2012???????????? ?????????????? ?????????????????????? ??????????????????
????????NIKE?????1962-1980??NIKE????????????????????????? ???????????????????????????????????????50??????????????????
??1963????8,000?????????NIKE???????300??????????????NIKE?????????
?????????????NIKE??????swoosh???????????????????????????????????
???
?????????????????????????24?? ????????
???NIKE????????????????????
??
??? ????? ?????????????????????NIKE??????NIKE??????????????????
???Just Do It.
?????????????????????????????? ??NIKE????NIKE?????????????????????????????????
?????????????? ??
???????????Just do It???????????????? ?????????????? ???????
????????????????NIKE??
??????????????????
???NIKE?????????NIKE?????????NIKE?????????????????????????????????
????????????????????? ??NIKE???????????????????????????????????????
???????????????????????????
??
?????????2001??????????? ?????? 1.???????????????????NIKE? ???500??????
??? 2. ?????????????????????
??NIKE??? 3.????????????????? ??????

?????????????Nike???NIKE??
?? 4??????????????????? ??? 5.??????????????????????? ??????
??/?????????????????????????????????/??????????????????
??????????????NIKE???
***Netflix ?????? *** ?????????1?1300???????Netflix????????! ??????????????????????????? ?????????????????????????????? ???????????????????????
???????????????????????? ??? ??????????????No.1?????????????????????????
?? ??????38???????? ???????? ???????????????……
?? ???????????????????????????????????????
???
??? ???
?????????????????????
???????????? ????50?????????????????????? ????????????????????????????1962-1976? 2016??????????????? ????????????????????????
???????????????? ?????????????????????????????????????
??
??? ??????????????????1962-1976??
??????????????????1962?1976???
???
???
??? ???
?????????????????????????????????????1958?? ???????????????????????????????1966????????????
??? ???????????????????????????
??
1968???
??? ?????????
??? ????????Kirkus Reviews? ??????????????????????????……??????????????????
???????????New York Times Book Review? ?? ?????????Wall Street Journal?
?? ????????The Guardian?
??? ?????????The Times?
????????????????????????????????……??? ????????????Sunday Times?
The ultimate guide for those using or planning to use business consultants - and for consultants themselves In the last three decades of the 20th century the management consultancy industry grew at a cracking pace but increased scepticism about the value that consultants genuinely add, combined with the economic slowdown, has made life much tougher for the consulting industry. As firms have cut back on consulting services and begun to review the way they use consultants, consulting firms themselves are looking at how they need to change. People are now talking about business consulting rather than management consulting. Using real examples from a range of private sector

firms, public sector organisations and from the consultants themselves, this book explores the new business consulting world and looks at every element of it with the aim of both helping firms make better use of consultants and showing consultants how they need to adapt and provide their clients a better service.
?????????????????? ??????????????????????????????? ?????????1969????????????????????Daniel Kahneman??????????Amos Tversky??……??????????????????????????????????
??……
???
What causes poverty? Why do tax rates vary so much between countries, and why? Is inflation inevitable? This book answers these and many other questions. It is your plain-speaking, visual guide to the production and distribution of wealth. Using a unique graphic approach, it explains the issues that affect us all, including taxation, recession, the housing market, the stock market, and savings rates. The Economics Book highlights how economic ideas can shape our world, such as the need for nations to act collectively to solve issues, from migration to climate change. Using graphics and flow diagrams, it demystifies and untangles complicated theories to make sense of abstract concepts. It also traces the history of economics from the ancient Greeks to today, presenting over 100 key ideas from the world's greatest economic thinkers, such as Thomas Malthus, John Maynard Keynes and Milton Friedman, showing you how theories develop as one economist influenced the next. Whether you are studying economics or you just want to know how the world really works, The Economics Book is both an accessible guide and an invaluable reference.
? ??????250??????????????????????????????????????? ? TED Talk????????????????????????60???LinkedIn?????20?????????????? ??????????????????????????? ?????????????????????? ??????????????????????? ??????????????????????????? ?? 1/3?????????????????????????? ??????????????????????? ??????????????????????????? ??????????????????? ????????????????????????????? ?????????????????????????????????? ?????????????????????? ?????????????????????????? ???????????????????????????????????? ?????? ? ???E.T.???????Google????? ? ???????????? ? ??????????????????????????? ? ???????????????????????? ? ??????????? ???? ???????????? ????????????? ????????????? ????????????? ??????????? ??????????????? ????????? ??????????? ?????????????? ????????????????? ????????? ????Cheers????? ?????????????????????????????????? ??? ?? ???
???
???
??
????????????????????……?????????????????????????????? ??? ?? ?????????????????????? ??IPO???????CNN.com ??
Explores where new ideas come from, how to evaluate which ideas are worth pursuing, and how to customize ideas to suit and organization's

unique needs.

Children's Fiction

Traditional Chinese edition of Half the Sky by New York Times columnist Nickolas Kristof and Sheryl Wudunn, both Pulitzer Prize winner. "Half the Sky" is a required reading in college campuses. The book is an emotionally rending read as it exposes the abusive treatment of women in many parts of the world. But if and when the women had the opportunity and were empowered, say the authors, they can, as the Chinese saying goes, hold up half the sky. The last chapter offers simple actions anyone can take to help empower women! In Chinese. Distributed by Tsai Fong Books, Inc.

The pinnacle of the Godfather of Entrepreneurship has sold more than 2 million copies, helping countless entrepreneurs to successfully start their own businesses! Different from ordinary entrepreneurial books, this book not only teaches the method, but also teaches the mind of entrepreneurship! You don't need a degree in management, and you can operate smoothly from a one-person company to a corporate organization as suggested in this book! If you read this book first, and then start your own business, you will do better than others! Open a company, open a store, set up a studio, this book is all applicable, let your business go long! Why is it so important to start a business?

50 Big Ideas on Leadership contains 50 of the most powerful ways leaders achieve results as uncovered by leadership expert and business consultant Glenn Furuya throughout his decades-long career. A perfect example of why big things really do come in small packages, lessons include:"Two Ways to Shape an Organization""How to Set Clear Expectations""A Leader's Main Concern""The True Essence of Leadership"Simple, practical and filled with powerful leadership lessons that can be referred to over and over again.

??????19???

?????????????????? ?????40,000,000?? ??????????21?????????? ???????????????????? ? ???????????????51??????109????? ? ?????????????????????????????????? ? ??????????????????????? ? ??????????????????50??? ? ?????????????????????????????????? ??20??????? ??????????????????????? ??????????????????????????? ?????????????????????????? ?????????????????????????? ?????????????????? ????????????????????? ????????????????? ? ????????????? ? ??????????? ? ????????????????????????? ? ??????????????????? ? ????????????????????? ????????????????????????????????? ???????????????????????????????? ?????????????????? ???T??? ??????????????????????????????IQ? ??IQ????????? ????????????????????????????

?????????? ??????????????????????????? 2016????????????? ????????????????????????? ????????????????????? ?????????????????? ?????????????????? ???????????&CEO ????AppWorks ??????? ??????????????????? ????????Eric Schmidt??Google???? ???????Reid Hoffman??LinkedIn??? ??????Wendy Kopp???????????????? ???????David H. Petraeus???????????? ?????????Arianna Huffington??????????Huffington Post???? ????????Walter Isaacson?????????? ???????????????????New York Journal of Books??Medium???????????????????TechRepublic???????????????????????????????????

??? ??

??
??
??? ??????
?? ??????Eric Schmidt??Alphabet???????????? ??
??????????????????????????????????????? ??????Reid Hoffman??LinkedIn???????
??? ?????Wendy Kopp?????????????????????????????? ??????
??????????????????TED??
?? ????????? ????????????????????????????????????? ????????
??
??????David H. Petraeus???????????? ???
??????Arianna Huffington????????????
??? ???????Walter Isaacson????????????????? ????????2016???Jonathan Zittrain?????
??? ???????Medium?
??????……????????????????????????????? ??????????Washington Times? ???
????????TechRepublic ???????????????????????????……??
?????????Global Daily?
?? ?????????Booklist?
??????????????????????????????????????? ??????????Publishers Weekly? ??
—????????Kirkus Reviews? ?? ??????????New York Journal of Books?
???????????NO LOGO?????????? ??????Naomi Klein???????? ?? ?????????????????? ?? ??????????? ??????????????? ?????NO?
????????????????????????? ?? ?????????
????????????????????? ?????????????????? ???????? ??????????????????????? ??????????????????????????
????????????????????????????????……. ???????????????????????????????? 2016?11??
???…….??????????????????????
???????????????????????????? ??
??……? ???
???
Traditional Chinese edition of The life changing magic of tidying up illustrated edition. It teaches how to organize and clean, 108 KonMari (Kondo Marie) techniques illustration book.
????:????;??????;????;??;????;????;???????????????
????????????, ?????, ??????, ?????, ?????, ????, ????????, ????????, ??????.

Traditional Chinese edition of Thinking, Fast and Slow, Amazon Best Books of the Month, November 2011. Kahneman is psychology professor emeritus at Princeton University and the 2002 Nobel Prize in Economic Sciences. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.
50 Business Classics presents the key ideas from classic texts such as My Years with General Motors and Michael Gerber's The E-Myth Revisited to contemporary business ideas seen in the rise of the tech giants like Google, Apple and Amazon. It contains revealing biographies of luminaries like Steve Jobs and Katherine Graham, as well as lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you'll find the texts and ideas that matter in: ? Entrepreneurship ? Leadership ? Management ? Strategy ? Business history ? Personal development ? Technology and innovation Summarizing the smartest thinking for today's professional success, this book will provide inspiration and insights for entrepreneurs, executives and students of business and management alike.
?TED???????????????????????????? ?????CNN?ABC?NBC?????????????????????????? ??????????Brene Brown Ph. D.??????????????
???????10???????? ????????????????? ???????1348??????? ??Cheers????????10?????????? ?TED?????????????????????? ????????????18??
?????26????? ???2013??????????? ??????????.??????????????????.??????? ?????????? ????????????????????????????
????????????????????????????????? ??????????????????????????????? ???????????????????????????????????
?????????????????????????????????? ?????????????????? ???
???
??
???
?? ??????????????
?????????????????????????????????? ??????????????????????? ??????????????????????? ????????????????????????? ???????????????????????
?????????????????????????? ?????? ????????????? ?????????????????????????? ?????????????????? ?????????????????? ??????????????????
???????????????? ?????TEDxTaipei ????TED??????? ???????????????? ????????????????????????? ????????????????? ????????????????
???????? ???????????? ?????????????????? ???????????
??? ???????????????????
?? ???????????????????????
?? ???????????????????
??? ????????????????????????? ???????????????????????????????????????
?????????????????????? ?? ?????????????????????????????
??? ???????????????????? ??
????????????????????????
??? ??????????????
?????????????TED??? www.ted.com/talks/lang/zh-tw/brene_brown_on_vulnerability.html ????????????????????????
??????????www.facebook.com/daringreatly ??? ???? (??)
????????????????????????????????,??????????,?????????,???????????????,??????????

Traditional Chinese edition of Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek. Sinek is the author of "Start with Why: How Great Leaders Inspire Everyone to Take Action," and a popular TED talk speaker. In Traditional Chinese. Annotation copyright Tsai Fong Books, Inc. Distributed by Tsai Fong Books, Inc.
Traditional Chinese edition of Brene Brown's The Gifts of Imperfection: Let Go of Who You Think Youre Supposed to Be and Embrace Who You Are.
??????????????????????????
Simplified Chinese edition of the Da Vinci Code by Dan Brown.
??????????????,????:????????????????,??????,??????????????????????,????????????????????
Simplified Chinese edition of Rework. Seth Godin, author of the international bestselling marketing Purple Cow that changed the way marketing is performed, says: "Stop reading the review. Buy the book." This small book is filled with common sense - yes, you know them, but the book tells you how to put them into practice. In Simplified Chinese. Distributed by Tsai Fong Books, Inc.
??
Copyright: b0a74ecf6665bc09f454dca266496af8