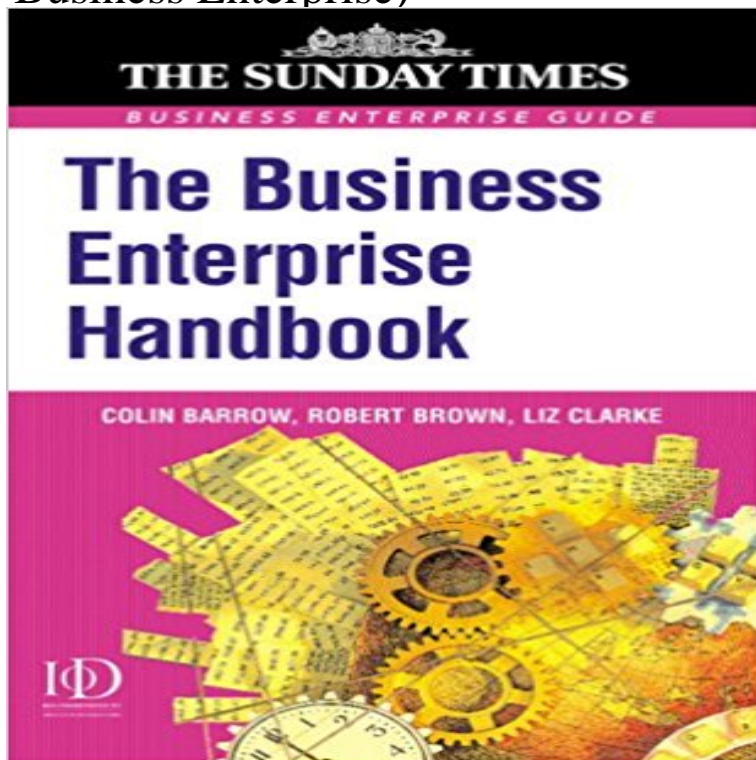


# The Business Enterprise Handbook: A Complete Guide to Achieving Profitable Growth for All Entrepreneurs and SMEs (Sunday Times Business Enterprise)



This handbook is based on research by Cranfield University School of Management, where the growth performance of some 15,000 independent firms in the UK is reviewed each year. The results are used to provide a management blueprint for significant growth and development. Each key area is dealt with using an integrated approach with assignments and useful case studies. The subjects covered include: financial management and control; human resource management; marketing strategy; organizational assessment; acquisitions, mergers and joint ventures; visionary leadership; e-business strategy; managing change; and constructing the complete business plan.

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