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Best Practices in Successful Business: a collection of tutorials

Susan Harwood

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This essential handbook provides practical and trusted guidance for companies of all sizes. Compiled from 17 experienced practitioners, subject matters experts, and academics, it is divided into 3 core themes covering 23 best practices: 1) Best Practices in Launching and Sustaining your business 2) Best Practices to achieve Competitive Advantage 3) Best Practices in the Talent Assets of your business The best practices cover critical aspects of business, such as: leadership, talent development, sales and marketing, customer service and product, service and process innovation. The end result of this exciting journey is a uniquely broad array of insights, based on many backgrounds and even more years of combined experience. We are very excited to present this book and we are convinced that it will appeal to a broad audience from business students to practicing business professionals in all stages of business management.

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