



Business Fundamentals: How to Become a Successful Business Man

By Roger W. Babson

Cosimo Classics. Paperback. Book Condition: New. Paperback. 292 pages. Dimensions: 8.0in. x 4.9in. x 0.8in. When you think of oil, you immediately think of Rockefeller. When you think of the telephone, you immediately think of Bell. When you think of the automobile, you immediately think of Ford. When you think of electricity, you immediately think of Edison. When business men think of business statistics, they immediately think of Roger W. Babson. -from the Preface, by B. C. Forbes Master statistician Roger W. Babson here reveals all the secrets of the business arena, and they all come down to numbers: how to collect them, how to interpret them, and how to deploy them for victory. In this edition of his 1923 book, Babson explains how to use comparative and fundamental statistics to decipher economic trends, forecast business conditions, analyze supply and demand, conduct business hiring and purchasing, manage production and marketing, achieve financial independence, and much more. A classic of early business self-help literature, this fascinating book highlights how much-and how little-the rules of the industrial sphere have changed from the early 20th century until today. Also available from Cosimo Classics: Babsons Instincts and Emotions: Should They Be Suppressed or Harnessed American...



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