

CATALOG 2024



SELF-LEARNING MANAGEMENT SERIES ESSENTIALS YOU ALWAYS WANTED TO KNOW

accounting | business | economics | finance | human resource
marketing | project management | operations and supply chain





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ABOUT VIBRANT PUBLISHERS

Vibrant Publishers LLC is a Colorado-based book publishing house that started its operations in 2011 and focuses on publishing high-quality books for entrepreneurs, IT professionals, management professionals, and graduate students. Vibrant Publishers has redefined how rich content can be made available to today's fast-paced generation. This new generation's need-to-know-now attitude and a highly competitive business environment have triggered this series of books with 'just the essential information'. Vibrant Publishers is committed to publishing books that are content-rich, concise, and approachable, enabling more people to read and benefit from them.

ABOUT THE SERIES

The Self-Learning Management series is especially designed for students, professionals & entrepreneurs to illuminate various aspects of management, viz accounting, business, digital marketing, finance, human resource, marketing, project management, operations and supply chain and more. It includes fundamentals, important concepts, standard principles and practical ways of application of the subject matter.

The series gives a jump start to students, new managers, career switchers, entrepreneurs and working professionals, whose job roles demand to have the knowledge imparted in a B-school but haven't got a chance to visit one.

AWARDS & ENDORSEMENTS



DISTINGUISHED FAVORITE
2020 NYC BIG BOOK



DISTINGUISHED FAVORITE
2020 INDEPENDENT PRESS AWARD



READERS' FAVORITE
FIVE STARS

REVIEWS

“ **Project Management Essentials You Always Wanted to Know** reinforces my teaching, and students love having a resource that reminds them of what they learned in class.

Angela J. Wheaton, MA, PMP, CMS,
University of Maine Hutchinson Center

“ The book **Human Resource Management Essentials** provides strong functional knowledge of HRM and will enable students to clearly understand the purpose, practice and procedures attributed to HRM.

Fernán R. Cepero,
YMCA of Greater Rochester Association Office

“ **Stakeholder Engagement Essentials** articulates a people-centric approach that humanizes project management. This book provides engaging activities and discussions that allow the reader to reflect on and effectively digest the material.

Stephanie Mendeloff,
Executive Director, CREA Curriculum & Consulting

“ For a beginner, **Macroeconomics Essentials** gives comprehensive coverage of all topics that they need to learn. The present NEP curriculum on economics will find this book a great facilitator.

Prof Clement D Souza,
Dean, School of Humanities

“ The **Business Strategy Essentials** book by Vibrant Publishers is excellent! It is comprehensive and makes for a good read.

Dr. Jagdish N. Sheth
Charles H. Kellstadt Chair of Marketing

“ **Leadership Essentials** is one of the few leadership books I have read that has such an impactful journey of discovery and learning for the benefit of a student.

Bob Milner,
CEO TerBo Enterprises & MRH Automotive

“ **Services Marketing Essentials** contains all the essential topics - from fundamentals to the strategic perspective of services marketing.

Dr. Vishal Bhole,
Associate Dean - Academics, Indus Business School

“ **Personal Finance Essentials** is a comprehensive guide that provides readers with a solid foundation in the realm of personal finance.

Arkadiusz Mironko
Associate Professor, Indiana University East

RECEIVED RAVE REVIEWS FROM PROFESSORS AT

Austin Community College

Berkeley College

Cairn University

California Southern University

California State University

Capella University

City University of New York

Columbia University

Concordia St. Paul

David Nazarian College of Business
and Economics

Eastern Michigan University

Embry Riddle Aeronautical
University

Emory University

Fairleigh Dickinson University

Georgetown University

Georgia State University

Grand Canyon University

Hampden-Sydney College

Harvard University

Indiana University East

Iowa Central Community College

Keller School of Management

Lincoln International Business School

Luzerne County Community College

Monroe College

Montpellier Business School

Mount St. Joseph University

New York University & Touro College

Northark College

Northwestern University

Nova Southeastern University

Oswego State University of New York

Pace University

Rice University

Rutgers Business School

Saint Martin's University

School of Business Shenandoah
University

Seton Hall University

South-eastern University

Springfield Technical Community
College

St. Augustine College

Tarleton State University

The Pennsylvania State University

University of Bridgeport

University of Maine Hutchinson
Center

University of Memphis

University of Tennessee

West Chester University

Western Michigan University

Yale University

...and many more

LIBRARIES OFFERING OUR BOOKS

Askews and Holts Library Services	Jon Bilbao Basque Library	Security Public Library
Auraria Library	Laredo Community College	Southeast Community College Library
Austin Public Library	Library of Congress	Temasek Polytechnic
Bellevue Public Library	LIBRIS	Terry P. McMahan Library
Birmingham Public Library	Lone Star College System	Texas A&M University
Board of Regents School District	Lucerne Central and University Library	The British Library
Bozeman Public Library	Maharishi International University Library	The ISAE-SUPAERO Library
Braunschweig University Library	Minuteman Library Network	The University of Texas Library
Brooklyn Public Library	Misawa Base Library	Toi Ohomai Institute of Technology Library
Canby Public Library	National Association of Realtors Information Center	Toledo Area Campus Library
Cape Peninsula University of Technology Libraries	National Library of Scotland	Towson University
Carnegie Mellon University	National Library of Wales	Trinity College Library
Chemeketa Cooperative Regional Library Service	New Mexico Institute of Mining & Technology	Tuzzy Consortium Library
Chemnitz University of Technology, University Library	North Park University	Unisa: Muckleneuk Campus
Cleveland Public Library	Northwest Arkansas Community College	University Information and Library Service (HIBS)
Cochrane-Woods Library	OC Public Libraries	University of Kentucky Libraries
CRAI Library at University of Barcelona	Palatine Public Library District	University of Manchester Library
Cuyahoga Community College	Palo Alto City Library	University of Nevada, Las Vegas Libraries
Dallas Public Library	Penn State University Libraries	University of Oxford
Eugene Public Library	Queens Public Library	University of Technology
Fairfax County Public Library	Redeemer University Library	University of Texas Libraries
Fairleigh Dickinson University	Reeves Library, Moravian College	University of Utah
Frisco Public Library	Rochester Public Library	University of Wisconsin - Madison
Guilford Technical Community College Libraries	Saddleback College Library	Vincennes University
Harris County Public Library	San Francisco Museum of Modern Art	Waukesha County Technical College Library
Hinds Community College	San Juan College Library	Westlake Porter Public Library
Idaho Falls Public Library	Santa Clara County Library District	Wilbur Wright College
IE University Library	Saskatchewan Polytechnic	Yellowstone Christian College
Institute of Technical Education	Schaumburg Township District Library	...and many more

AUTHORS

To know more about our authors, [click here](#)



Amlan Ray



Dr. AnnaMaria Bliven



Ankur Mithal



Ashley McDonough



Callie Daum



Dr. Carrie A. Picardi



Jaquina Gilbert



Kalpesh Ashar



Komal Shah



Mark Koscinski



Dr. Michael J. Walsh



Michelle Bartonico



Dr. Kavita Kamath



Vishal Desai

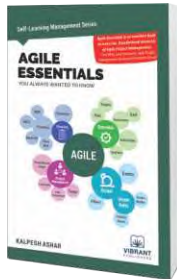


Bianca Szasz

BOOKS IN THE SERIES

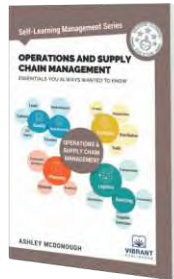
Click on the book title to view the details

Operations & Project Management



Agile
Essentials

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Operations and Supply
Chain Management
Essentials

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Project
Management
Essentials

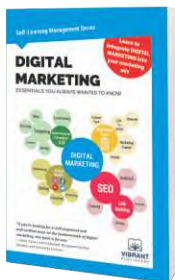
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Marketing & Sales



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Services
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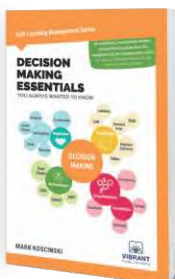
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Essentials

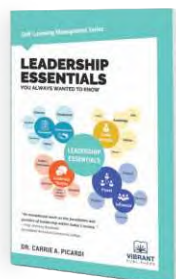
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General Management



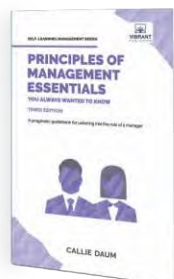
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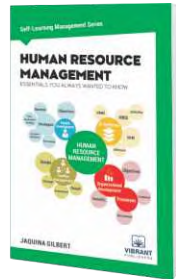
BOOKS IN THE SERIES

Click on the book title to view the details

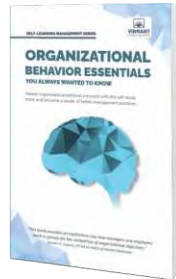
Human Resource Management



HR Analytics Essentials
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Organizational Development Essentials
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Finance & Economics



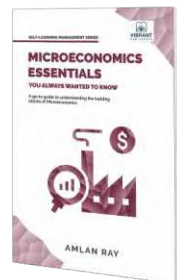
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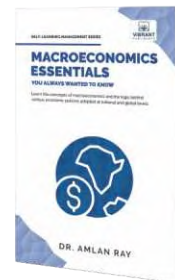
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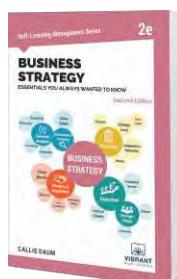


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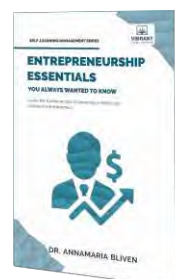
Entrepreneurship & Strategy



Business Strategy Essentials
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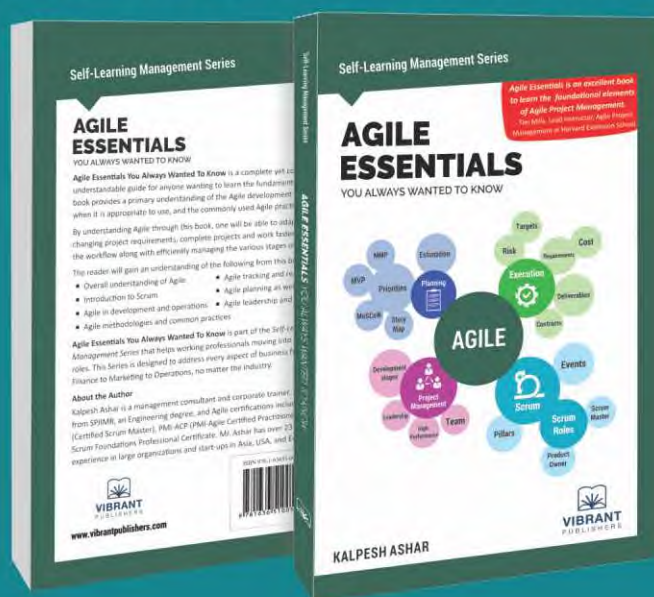
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AGILE ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 172 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** December 2020

Agile Essentials You Always Wanted To Know is a complete yet compact and easily understandable guide for anyone wanting to learn the fundamentals of Agile. This book provides a primary understanding of the Agile development methodology, when it is appropriate to use, and the commonly used Agile practices.

By understanding Agile through this book, one will be able to adapt to the changing project requirements, complete projects and work faster, and optimize the workflow along with efficiently managing the various stages of a project.

The reader will gain an understanding of the following from this book:

- Agile tracking and reporting
- Introduction to Scrum
- Agile in development and operations
- Agile planning as well as execution
- Agile leadership and team practices

Paperback:

978-1-63651-005-7 | \$38⁹⁹

eBook:

978-1-63651-006-4 | \$19⁹⁹

Hardback (Color):

978-1-63651-007-1 | \$59⁹⁹

Author:

Kalpesh Ashar

Intended Age:

13+

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VitalSource

“**Agile Essentials** is an excellent introduction to Agile for the newcomer. It is also an excellent review for the experienced practitioner, as it may cover areas that you may not be as familiar with. Well written, it is a fast read if you are knowledgeable on Agile and yet it provides a lot of information to learn from.

Jose Solera, PMP, CSM, CSPO, CSP, Agile practitioner

“ Effectively outlines the key concepts that all Agile project leader, Scrum Master or Product Owner must know and master.

Tim Mills, Lead Instructor, Harvard University

ABOUT THE AUTHOR

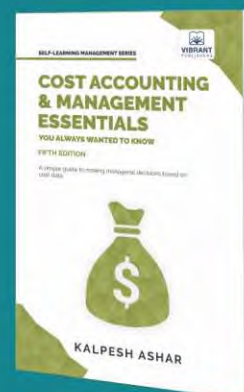


Kalpesh Ashar

Kalpesh Ashar is a management consultant and corporate trainer holding an MBA (Dean's Award Winner) from SPJIMR, one of Asia's top business schools, and an Engineering degree with honors in Electronics. He has over 24 years of experience in large organizations and start-ups in Asia, USA, and Europe.

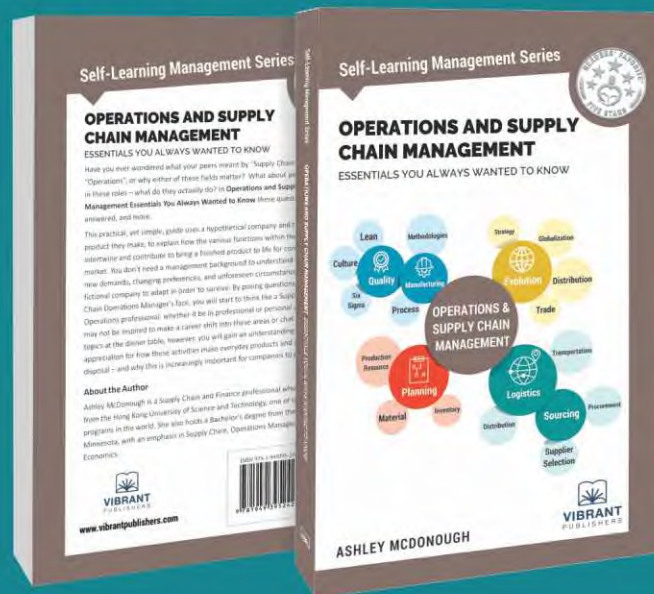
Kalpesh has worked in several project management roles, like Senior Project Manager, Delivery Manager, and Program Manager. He is passionate about writing on management subjects. His techno-business background gives him a unique position to write on management topics that are easy to understand for non-MBA graduates. His books are authored in a simple-to-understand manner without unnecessary use of management jargon.

OTHER BOOKS BY KALPESH ASHAR



OPERATIONS AND SUPPLY CHAIN MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 192 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** October 2019

Operations and Supply Chain Management Essentials You Always Wanted To Know explains how the various functions within the Supply Chain intertwine to bring a finished product to life for consumers in the market.

After reading this book, you will be able to answer the following questions:

- What is Operations and Supply Chain Management and why is it important?
- What are the key functions within this field, and how do they interact with one another and the broader business?
- What are the responsibilities and decisions that managers in each functional area think about?
- How will disruptions in the Supply Chain impact the business world and our lives going forward?
- What are the practical applications of the knowledge gained around Supply Chain Operations?

Paperback:

978-1-94939-524-2 | \$38⁹⁹

eBook:

978-1-94939-525-9 | \$19⁹⁹

Hardback (Color):

978-1-94939-565-5 | \$59⁹⁹

Author:

Ashley McDonough

Intended Age:

13+

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“It is an in-depth book where each concept is easily explained in non-technical language. The specific examples bring the concepts to life.

Randy B. Lichtman for Readers' Favorite

“ The book is nicely written and a useful reference text book for someone who doesn't have a lot of time and is looking for a quick point of reference to Operations and Supply Chain Management. It is perfect for students in undergraduate and graduate courses.

Rameshwar Dubey, Associate Professor, Montpellier Business School

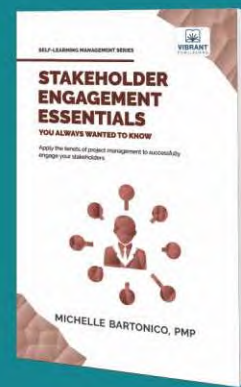
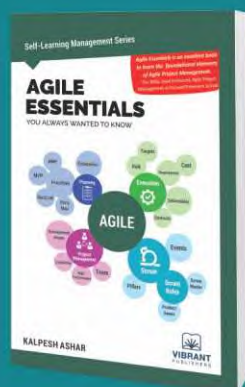
ABOUT THE AUTHOR



Ashley McDonough

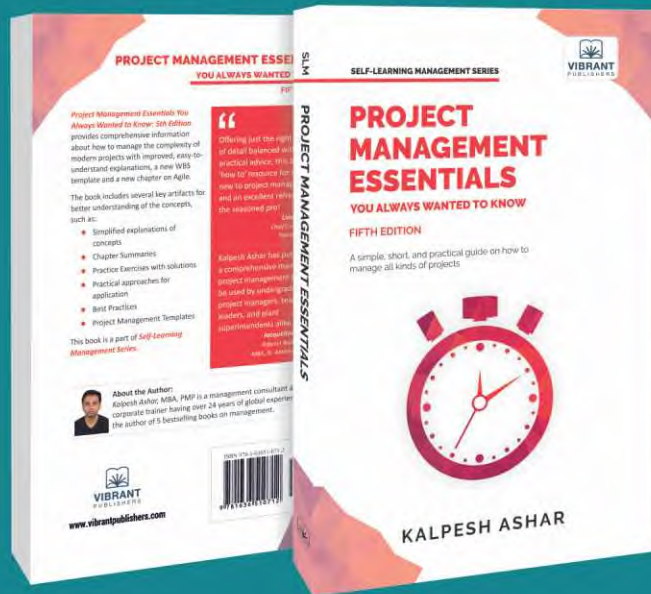
Ashley McDonough is a Supply Chain and Finance professional who holds an M.B.A from the Hong Kong University of Science and Technology, one of the top M.B.A. programs in the world. She also holds a Bachelor's degree from the University of Minnesota, with an emphasis in Supply Chain, Operations Management, and Economics.

SIMILAR BOOKS



PROJECT MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 234 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** January 2022

Project Management Essentials You Always Wanted To Know: 5th Edition provides comprehensive information about how to manage the complexity of modern projects with improved, easy-to-understand explanations, a new WBS template, and a new chapter on Agile.

The book includes several key artifacts for better understanding of the concepts, such as:

- Simplified explanations of concepts
- Chapter Summaries
- Practice Exercises with solutions
- Practical approaches for application
- Best Practices
- Project Management Templates

Paperback:

978-1-63651-071-2 | \$38⁹⁹

eBook:

978-1-63651-072-9 | \$19⁹⁹

Hardback (Color):

978-1-63651-073-6 | \$59⁹⁹

Author:

Kalpesh Ashar

Intended Age:

13+

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VitalSource

ABOUT THE AUTHOR

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPIJMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 24 years of experience in large organizations and start-ups in Asia, USA, and Europe.

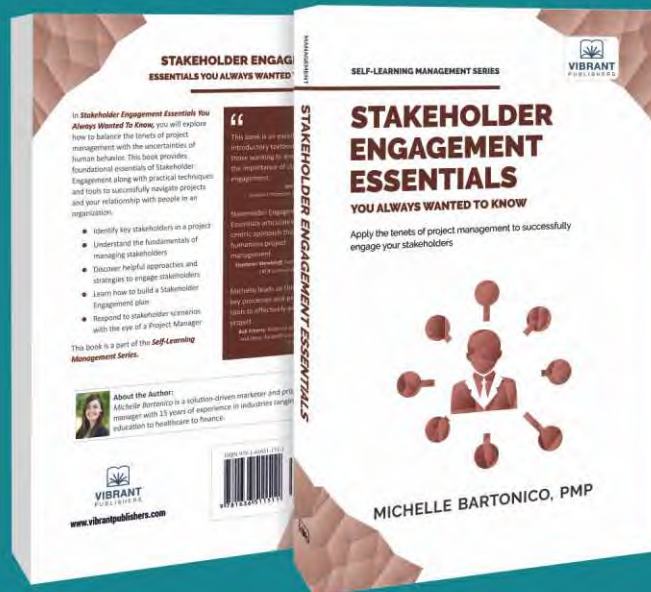


Kalpesh Ashar



STAKEHOLDER ENGAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 228 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: January 2023

In **Stakeholder Engagement Essentials You Always Wanted To Know**, you will explore how to balance the tenets of project management with the uncertainties of human behavior. This book provides foundational essentials of Stakeholder Engagement along with practical techniques and tools to successfully navigate projects and your relationship with people in an organization.

- Identify key stakeholders in a project
- Understand the fundamentals of managing stakeholders
- Discover helpful approaches and strategies to engage stakeholders
- Learn how to build a Stakeholder Engagement plan
- Respond to stakeholder scenarios with the eye of a Project Manager

Paperback:

978-1-63651-151-1 | \$38⁹⁹

eBook:

978-1-63651-152-8 | \$19⁹⁹

Hardback (Color):

978-1-63651-153-5 | \$59⁹⁹

Author:

Michelle Bartonico

Intended Age:

13+

Available through:

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Axis360 | Overdrive
Proquest | Draft2Digital
Redshelf | Google Books
Gardners | Smashwords
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VitalSource

ABOUT THE AUTHOR

Michelle Bartonico is an experienced, solution-driven marketer and project manager with more than a decade of experience in higher education and marketing agencies serving clients in a breadth of industry verticals from healthcare to manufacturing. She is a certified Project Management Professional (PMP), MSI Change Management Specialist, Six Sigma Yellow Belt, and has completed the Google Project Management Career Certificate program.

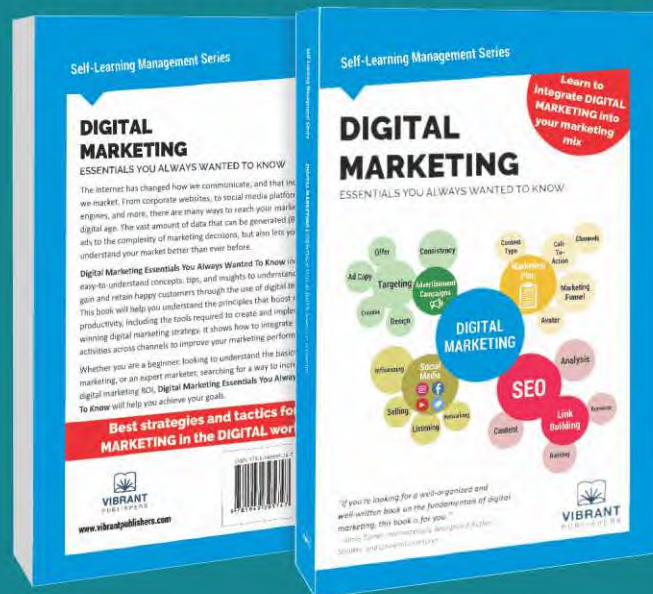


Michelle Bartonico



DIGITAL MARKETING ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 180 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** July 2020

The Internet has changed how we communicate, and that includes how we market. From corporate websites, to social media platforms, search engines, and more, there are many ways to reach your market in the digital age. The vast amount of data that can be generated (Big Data), adds to the complexity of marketing decisions, but also lets you understand your market better than ever before.

Digital Marketing Essentials You Always Wanted To Know includes easy-to-understand concepts, tips, and insights to understand how to gain and retain happy customers through the use of digital technologies. This book will help you understand the principles that boost marketing productivity, including the tools required to create and implement a winning digital marketing strategy. It shows how to integrate your digital activities across channels to improve your marketing performance.

Whether you are a beginner, looking to understand the basics of digital marketing, or an expert marketer, searching for a way to increase your digital marketing ROI, **Digital Marketing Essentials** will help you achieve your goals.

Paperback:

978-1-94939-574-7 | \$38⁹⁹

eBook:

978-1-94939-542-6 | \$19⁹⁹

Hardback (Color):

978-1-94939-543-3 | \$59⁹⁹

Author:

Vibrant Publishers

Intended Age:

13+

Available through:

Ingram | Baker & Taylor
Brodart | Barnes & Noble
Axis360 | Overdrive
Proquest | Draft2Digital
Redshelf | Google Books
Gardners | Smashwords
Hoopla | Biblioboard
VitalSource

“If you're looking for a well-organized and well-written book on the fundamentals of digital marketing, this book is for you. It's a rock solid introduction to some of the most important concepts in marketing today. It focuses on the practical application of digital marketing, not just on the academic theory. Bravo!”

Jamie Turner, Internationally Recognized Author, Speaker and University Lecturer

MARKETING MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 270 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** November 2023

Marketing Management Essentials You Always Wanted To Know (Third Edition) gives foundational marketing knowledge – from budgeting to strategic planning to an introduction to marketing careers – that will help you succeed as a marketing professional.

This book will help you learn how to build a marketing plan, get an understanding of the various marketing specialization areas, pick up approaches and resources to demonstrate marketing return on investment, and grasp how to self-evaluate your skills and competencies.

By the end of this book, you will have the tools to create or nurture a profitable marketing department for your organization. You will have a strong foundation to kick-start your career as a marketing professional.

The third edition of the book also contains three new chapters, each chapter bringing concepts like essential marketing skills, forming a marketing budget to allocate expenses, and marketing return on investment (mROI).

Paperback:

978-1-94939-579-2 | \$38⁹⁹

eBook:

978-1-94939-580-8 | \$19⁹⁹

Hardback (Color):

978-1-94939-573-0 | \$59⁹⁹

Authors:

Callie Daum,
Michelle Bartonico

Intended Age:

13+

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ABOUT THE AUTHORS



Callie Daum

Callie Daum has worked in the healthcare industry for over 20 years gaining experience in managing teams, project management, strategic development and implementation, business marketing to increase revenues, and many more avenues— learning lessons on how to thrive in a business industry.



Michelle Bartonico

Michelle Bartonico is an experienced, solution-driven marketer and project manager with more than a decade of experience in higher education and marketing agencies serving clients in a breadth of industry verticals from healthcare to manufacturing.



SALES MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 242 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** April 2022

Sales Management Essentials You Always Wanted To Know contains everything you need to know about Sales Management! You will learn why (and how) sales and marketing are different, the wide range of sales channels you can use to sell your products, and different sales promotion tools to increase sales revenue.

Sales Management Essentials will help you to:

- Understand all aspects of sales management functions
- Discover the relationship between sales and marketing
- Learn how to manage the sales channels and sales-force
- Study various selling tools, sales techniques, and sales strategies
- Explore various sales promotion activities to increase sales
- Learn channel conflict management and resolution skills

Paperback:

978-1-63651-074-3 | \$38⁹⁹

eBook:

978-1-63651-075-0 | \$19⁹⁹

Hardback (Color):

978-1-63651-076-7 | \$59⁹⁹

Author:

Vishal Desai

Intended Age:

13+

Available through:

Ingram | Baker & Taylor
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Axis360 | Overdrive
Proquest | Draft2Digital
Redshelf | Google Books
Gardners | Smashwords
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VitalSource

“ This exciting book is a perfect teaching tool for sales management courses or corporate training programs. Business professors, instructors, sales managers, salesforce personnel, and students will enjoy reading these exciting materials.

Thomas Li-Ping Tang, Ph.D., Professor of Management, Jennings A. Jones College of Business



What I liked the most in the book is the discussion on channel management, concept selling and channel conflict.

James (Randy) Webb, Executive Director, Stephen Stagner Sales Excellence Institute

ABOUT THE AUTHOR



Vishal Desai

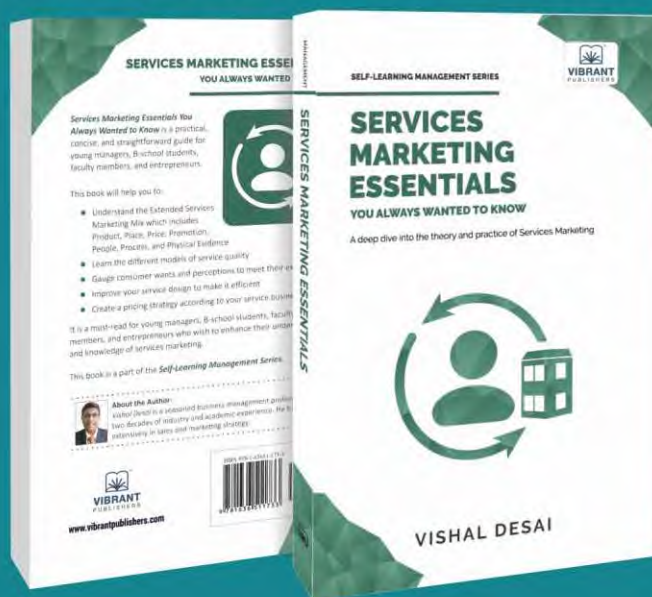
Vishal Desai is a seasoned business management professional with two decades of industry and academic experience across marketing, sales, brand management, advertising, retail management, and services marketing. He teaches various courses on these subjects, which are his areas of expertise, at B-schools. In his career span so far, he has worked with leading companies across verticals of FMCG, Media & Entertainment, Education & Training, and Consumer Goods.

SIMILAR BOOKS



SERVICES MARKETING ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 232 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** October 2023

Services Marketing Essentials You Always Wanted To Know is a practical, concise, and straightforward guide for young managers, B-school students, faculty members, and entrepreneurs.

This book will help you to:

- Understand the Extended Services Marketing Mix which includes Product, Place, Price, Promotion, People, Process, and Physical Evidence
- Learn the different models of service quality
- Gauge consumer wants and perceptions to meet their expectations
- Improve your service design to make it efficient
- Create a pricing strategy according to your service business type

It is a must-read for young managers, B-school students, faculty members, and entrepreneurs who wish to enhance their understanding and knowledge of services marketing.

Paperback:

978-1-63651-173-3 | \$38⁹⁹

eBook:

978-1-63651-174-0 | \$19⁹⁹

Hardback (Color):

978-1-63651-175-7 | \$59⁹⁹

Author:

Vishal Desai

Intended Age:

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ABOUT THE AUTHOR

Vishal Desai is a seasoned business management professional with two decades of industry and academic experience across marketing, sales, brand management, advertising, retail management, and services marketing. He teaches various courses on these subjects, which are his areas of expertise, at B-schools. In his career span so far, he has worked with leading companies across verticals of FMCG, Media & Entertainment, Education & Training, and Consumer Goods.

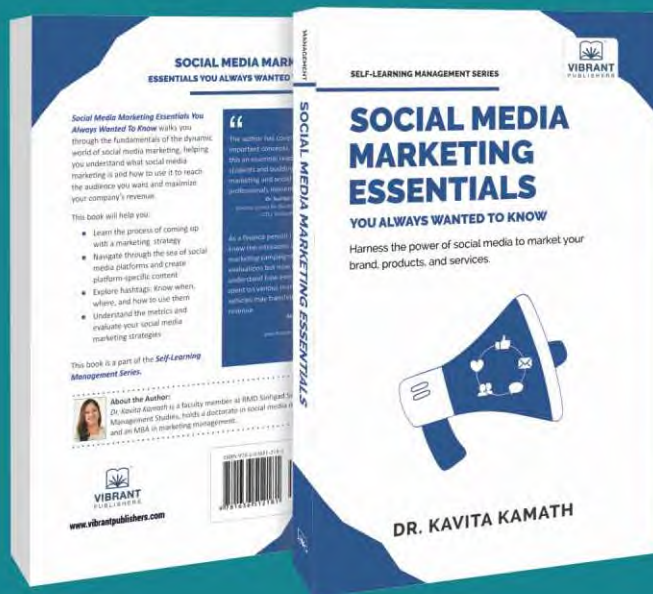


Vishal Desai



SOCIAL MEDIA MARKETING ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 305 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** January 2024

Social Media Marketing Essentials You Always Wanted to Know walks you through the fundamentals of the dynamic world of social media marketing, helping you understand what social media marketing is and how to use it to reach the audience you want and maximize your company's revenue.

This book will help you:

- Learn the process of coming up with a marketing strategy
- Navigate through the sea of social media platforms and create platform-specific content
- Explore hashtags: Know when, where, and how to use them
- Understand the metrics and evaluate your social media marketing strategies

This book will help budding social media managers and professionals as well as businesses looking to use social media marketing effectively. It can also be used by students pursuing various marketing, digital marketing, and social media marketing courses.

Paperback:

978-1-63651-218-1 | \$38⁹⁹

eBook:

978-1-63651-219-8 | \$19⁹⁹

Hardback (Color):

978-1-63651-220-4 | \$59⁹⁹

Authors:

Dr. Kavita Kamath

Intended Age:

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ABOUT THE AUTHOR

Dr. Kavita Kamath is a faculty member at RMD Sinhgad School of Management Studies, a NAAC 'A++' Accredited institute, affiliated to Savitribai Phule Pune University (SPPU), ranked among the top 10 universities in India. She has a doctorate in social media marketing, an MBA in marketing management, and a bachelor's degree in commerce.

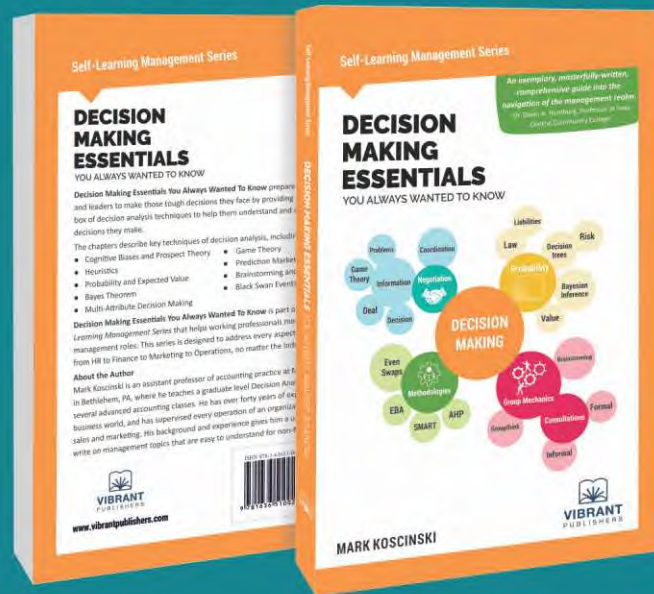


Dr. Kavita Kamath



DECISION MAKING ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 190 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** December 2020

Decision Making Essentials You Always Wanted To Know prepares new managers and leaders to make those tough decisions they face by providing them with a tool box of decision analysis techniques to help them understand and analyze the decisions they make.

The chapters describe key techniques of decision analysis, including:

- Cognitive Biases and Prospect Theory
- Heuristics
- Probability and Expected Value
- Bayes Theorem
- Game Theory
- Prediction Markets
- Brainstorming and Groupthink
- Black Swan Events
- Multi-Attribute Decision Making

Paperback:

978-1-63651-002-6 | \$38⁹⁹

eBook:

978-1-63651-003-3 | \$19⁹⁹

Hardback (Color):

978-1-63651-004-0 | \$59⁹⁹

Author:

Mark Koscinski

Intended Age:

13+

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Proquest | Draft2Digital
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Gardners | Smashwords
Hoopla | Biblioboard
VitalSource

ABOUT THE AUTHOR

Mark Koscinski is an assistant professor of accounting practice at Moravian College in Bethlehem, PA, where he teaches a graduate level Decision Analysis class and several advanced accounting classes. He has over forty years of experience in the business world, and has supervised every operation of an organization including sales and marketing. His background and experience gives him a unique position to write on management topics that are easy to understand for non-MBA graduates.



Mark Koscinski



LEADERSHIP ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 200 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** March 2021

The reader will gain an understanding of the following from **Leadership Essentials You Always Wanted To Know:**

- Attributes of effective leader
- Different roles of leader
- Impact of setting and context on leaders choices
- Integration of ethics into best practices
- Trends influencing the evolution of leadership in the 21st century

Driven by the latest research on leadership, this straight-forward guide breaks down not only the traits of highly effective leaders, but also how to use those traits in a variety of situations. Aside from describing the best practices of effective leadership, you will learn the essential knowledge and core competencies of influential leaders, while also exploring real world applications that have been faced--and overcome--by thriving organizations. With chapter summaries and quizzes to reinforce concepts, as well as online resources to supplement the reading, this is one book you will not want to ignore.

Paperback:

978-1-63651-031-6 | \$38⁹⁹

eBook:

978-1-63651-032-3 | \$19⁹⁹

Hardback (Color):

978-1-63651-033-0 | \$59⁹⁹

Author:

Dr. Carrie A. Picardi

Intended Age:

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Proquest | Draft2Digital
Redshelf | Google Books
Gardners | Smashwords
Hoopla | Biblioboard
VitalSource

ABOUT THE AUTHOR

Dr Carrie A. Picardi, Ph.D., is an industrial / organizational psychologist with over 20 years of professional experience in human resource management, as a research analyst and consultant, and in academia. She has led initiatives in the areas of leadership development, assessment center design and deployment, job analysis, talent acquisition and retention, compensation and total rewards, learning and development and many more.

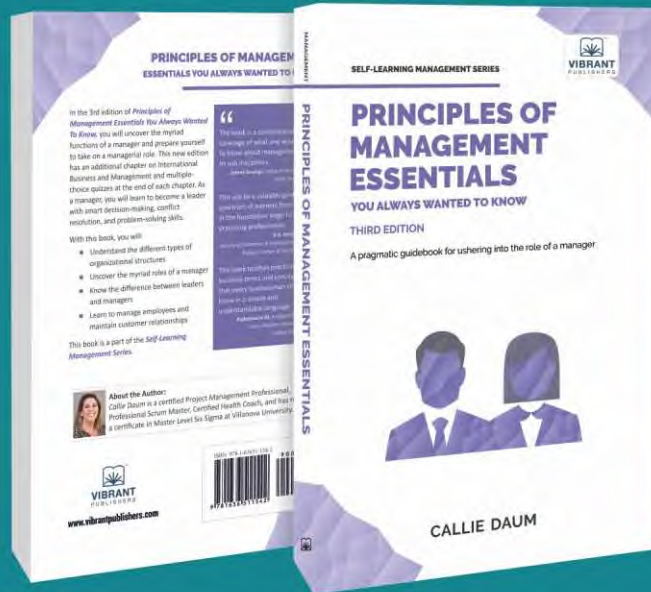


Dr. Carrie A. Picardi



PRINCIPLES OF MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 274 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** January 2023

In the 3rd edition of **Principles of Management Essentials You Always Wanted to Know**, you will uncover the myriad functions of a manager and prepare yourself to take on a managerial role. This new edition has an additional chapter on International Business and Management and multiple-choice quizzes at the end of each chapter.

As a manager, you will learn to become a leader with smart decision-making, conflict resolution, and problem-solving skills.

With this book, you will:

- Understand the different types of organizational structures
- Uncover the myriad roles of a manager
- Know the difference between leaders and managers
- Learn to manage employees and maintain customer relationships

Paperback:

978-1-63651-154-2 | \$38⁹⁹

eBook:

978-1-63651-155-9 | \$19⁹⁹

Hardback (Color):

978-1-63651-156-6 | \$59⁹⁹

Author:

Callie Daum

Intended Age:

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ABOUT THE AUTHOR

Callie Daum has worked in the healthcare industry for over 20 years, gaining experience in managing teams, project management, strategic development and implementation, business marketing to increase revenues, and many more lessons learned on how to thrive in the business industry. Callie is a certified Project Management Professional, Professional Scrum Master, and Certified Health Coach, and has received a certificate in Master Level Six Sigma at Villanova University.

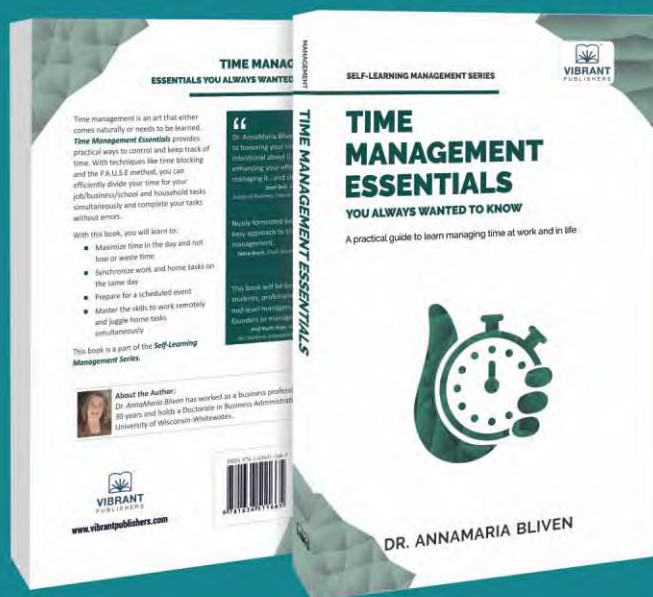


Callie Daum



TIME MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 188 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: April 2023

Time management is an art that either comes naturally or needs to be learned. **Time Management Essentials You Always Wanted To Know** provides practical ways to control and keep track of time. With techniques like time blocking and the P.A.U.S.E method, you can efficiently divide your time for your job/business/school and household tasks simultaneously and complete your tasks without errors.

With this book, you will learn to:

- Maximize time in the day and not lose or waste time
- Synchronize work and home tasks on the same day
- Prepare for a scheduled event
- Master the skills to work remotely and juggle home tasks simultaneously

Paperback:

978-1-63651-166-5 | \$38⁹⁹

eBook:

978-1-63651-167-2 | \$19⁹⁹

Hardback (Color):

978-1-63651-168-9 | \$59⁹⁹

Author:

Dr. AnnaMaria Bliven

Intended Age:

13+

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VitalSource

ABOUT THE AUTHOR

Dr. AnnaMaria has worked as a business professional for over 30 years gaining experience in business development and management, business improvement, project management, time management, career development and advancement, business strategy, vet-entrepreneurship, team development, teaching and training, and implementation of community projects. She holds a Doctorate in Business Administration from the University of Wisconsin-Whitewater.

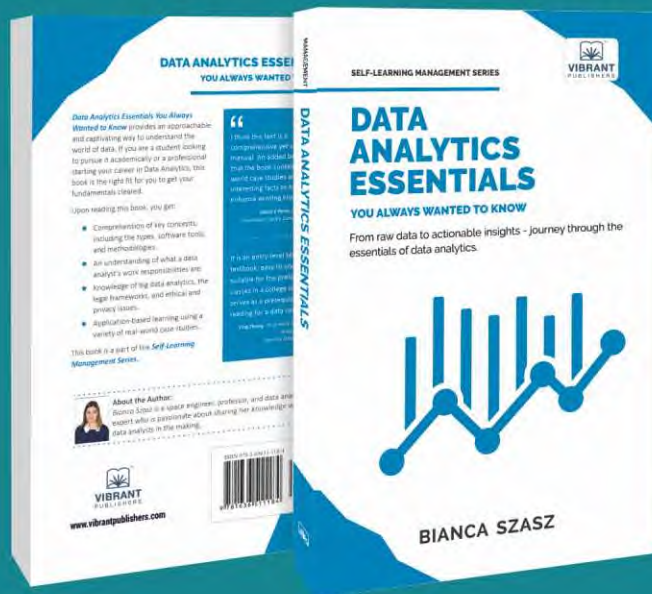


Dr. AnnaMaria Bliven



DATA ANALYTICS ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 250 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** February 2024

Data Analytics Essentials You Always Wanted To Know is an approachable and captivating guide to understand the complicated world of data.

Data Analytics Essentials You Always Wanted to Know (Data Analytics Essentials) is a comprehensive yet succinct manual, perfect for you if you are trying to understand the fundamentals of data analytics.

With this book, you will learn:

- Key data analytics concepts, including the types, software tools, and methodologies
- About the work and responsibilities of a data analyst
- Concepts involved in big data analytics, the legal frameworks, and ethical and privacy issues in data analytics
- Application-based learning using a variety of real-world case studies

This book is a great tool for professionals switching to a career in data analytics and for students who are thinking of pursuing it academically.

Paperback:

978-1-63651-118-4 | \$38⁹⁹

eBook:

978-1-63651-119-1 | \$19⁹⁹

Hardback (Color):

978-1-63651-120-7 | \$59⁹⁹

Author:

Bianca Szasz

Intended Age:

13+

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VitalSource

ABOUT THE AUTHOR

Bianca Szasz is a Ph.D. holder in Space Engineering. In over 14 years of experience in engineering and a dedicated focus of 4 years in data analytics, she has used data analytics in a variety of innovative projects, like post-processing of the wind tunnel test results and the analysis of high enthalpy heating test results. Her enthusiasm for data analytics eventually expanded beyond using it for work. Now she is passionate about educating the future generation of data analysts.

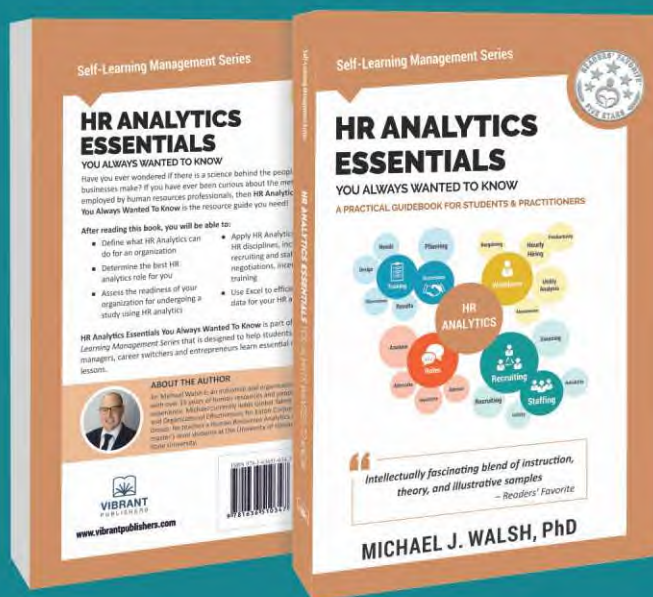


Bianca Szasz



HR ANALYTICS ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 214 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** April 2021

Have you ever wondered if there is a science behind the people decisions businesses make? If you have ever been curious about the methods employed by human resources professionals, then **HR Analytics Essentials You Always Wanted To Know** is the resource guide you need!

After reading this book, you will be able to:

- Define what HR Analytics can do for an organization
- Determine the best HR analytics role for you
- Assess the readiness of your organization for undergoing a study using HR analytics
- Apply HR Analytics in various HR disciplines, including recruiting and staffing, labor negotiations, incentives, and training
- Use Excel to efficiently manage data for your HR analytics

Paperback:

978-1-63651-034-7 | \$38⁹⁹

eBook:

978-1-63651-035-4 | \$19⁹⁹

Hardback (Color):

978-1-63651-036-1 | \$59⁹⁹

Author:

Dr. Michael J. Walsh

Intended Age:

13+

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ABOUT THE AUTHOR

Dr. Michael Walsh is an industrial and organizational psychologist with over 15 years of human resources and people analytics experience. Michael currently leads Global Talent Management and Organizational Effectiveness for Eaton Corporation's Vehicle Group. He teaches a Human Resources Analytics course for master's level students at the University of Illinois and Wayne State University.

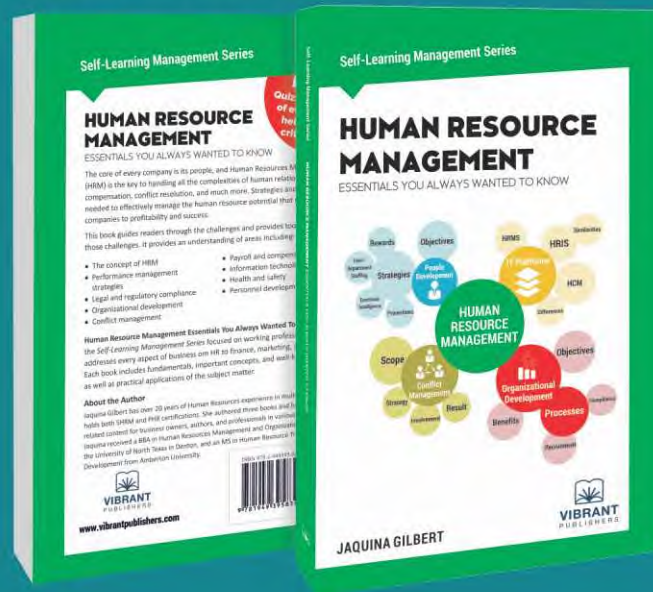


Dr. Michael J. Walsh



HUMAN RESOURCE MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 232 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** May 2020

The core of every company is its people, and Human Resources Management (HRM) is the key to handling all the complexities of human relations, compensation, conflict resolution, and much more. **Human Resource Management Essentials You Always Wanted To Know** guides readers through the challenges and provides tools to address those challenges. It provides an understanding of areas including:

- The concept of HRM
- Performance management strategies
- Legal and regulatory compliance
- Organizational development
- Conflict management
- Payroll and compensation
- Information technology in HRM
- Health and safety
- Personnel development

Paperback:

978-1-94939-583-9 | \$38⁹⁹

eBook:

978-1-94939-584-6 | \$19⁹⁹

Hardback (Color):

978-1-94939-585-3 | \$59⁹⁹

Author:

Jaquina Gilbert

Intended Age:

13+

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VitalSource

ABOUT THE AUTHOR

Jaquina Gilbert has over 20 years of Human Resources experience in multiple disciplines and holds both SHRM and PHR certifications. She authored three books and has written HR-related content for business owners, authors, and professionals in various industries. Jaquina received a BBA in Human Resources Management and Organizational Behavior from the University of North Texas in Denton, and an MS in Human Resource Training and Development from Amberton University.

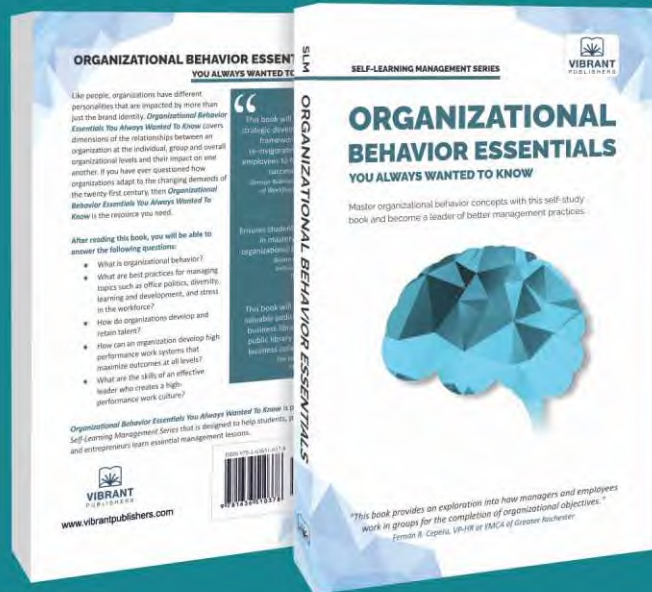


Jaquina Gilbert



ORGANIZATIONAL BEHAVIOR ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 246 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: September 2021

Organizational Behavior Essentials You Always Wanted To Know covers dimensions of the relationships between an organization at the individual, group and overall organizational levels and their impact on one another.

If you have ever questioned how organizations adapt to the changing demands of the twenty-first century, then **Organizational Behavior Essentials** is the resource you need.

After reading this book, you will be able to answer the following questions:

- What is organizational behavior?
- What are best practices for managing topics such as office politics, diversity, learning and development, and stress in the workforce?
- How do organizations develop and retain talent?
- How can an organization develop high performance work systems that maximize outcomes at all levels?
- What are the skills of an effective leader who creates a high-performance work culture?

Paperback:

978-1-63651-037-8 | \$38⁹⁹

eBook:

978-1-63651-038-5 | \$19⁹⁹

Hardback (Color):

978-1-63651-039-2 | \$59⁹⁹

Author:

Vibrant Publishers

Intended Age:

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“ This book will be an industry standard on how you provide a blueprint in creating a more sustainable and equitable work environment. **Organizational Behavior Essentials You Always Wanted to Know** will provide a strategic developmental framework in re-invigorating your employees to high level success.

Denean Robinson, Instructor of Workforce Continuing Education

DIVERSITY IN THE WORKPLACE ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 290 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: August 2022

Diversity influences our ability to create, manage, and grow successful organizations. **Diversity in the Workplace Essentials You Always Wanted To Know** introduces the historical influence of identity and diversity in the workplace and concisely explains challenging concepts to broaden diversity literacy. With this book, professionals will gain deeper insight into workplace impacts that may have traditionally been overlooked, disregarded, or misunderstood.

This book focuses on key diversity terminology like:

- Identity
- Historical influence
- Organizational Culture
- Diversity and Inclusion
- Systemic Change

Paperback:

978-1-63651-112-2 | \$38⁹⁹

eBook:

978-1-63651-113-9 | \$19⁹⁹

Hardback (Color):

978-1-63651-114-6 | \$59⁹⁹

Author:

Jaquina Gilbert

Intended Age:

13+

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VitalSource

“The topic is fascinating and a crucial issue in HRM these days. The chapters are written in an orderly manner. Everything looks good to me.

Fariba Azizzadeh, Ph.D, Assistant Professor, Islamic Azad University



Diversity in the Workplace Essentials You Always Wanted to Know is a great and in-depth book giving insights and showing a step-by-step view of how organizational culture must encourage openness and make workers feel valued. This book is recommended for any organization that is looking to understand how Diversity in the Workplace looks and feels.

Dr. Denean Robinson, Adjunct Faculty Member at University of Maryland

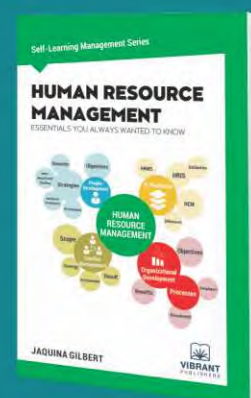
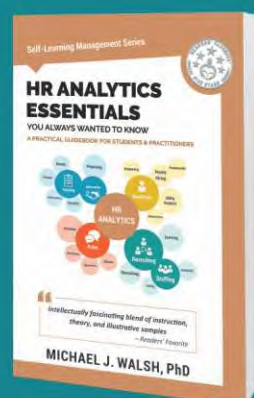
ABOUT THE AUTHOR



Jaquina Gilbert

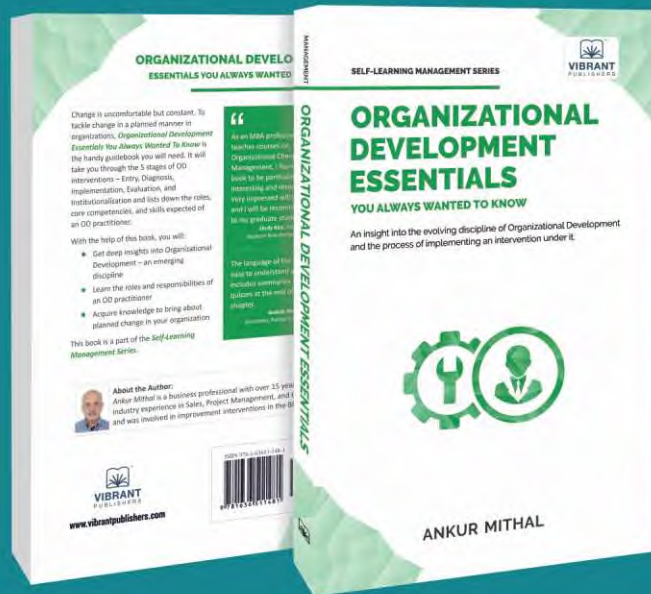
Jaquina Gilbert has over 20 years of Human Resources experience in multiple disciplines and holds both SHRM and PHR certifications. She authored three books and has written HR-related content for business owners, authors, and professionals in various industries. Jaquina received a BBA in Human Resources Management and Organizational Behavior from the University of North Texas in Denton, and an MS in Human Resource Training and Development from Amberton University.

SIMILAR BOOKS



ORGANIZATIONAL DEVELOPMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 208 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: January 2023

Change is uncomfortable but constant. To tackle change in a planned manner in organizations, **Organizational Development Essentials You Always Wanted To Know** is the handy guidebook you will need. It will take you through the 5 stages of OD interventions – Entry, Diagnosis, Implementation, Evaluation, and Institutionalization and lists down the roles, core competencies, and skills expected of an OD practitioner.

With the help of this book, you will:

- Get deep insights into Organizational Development – an emerging discipline
- Learn the roles and responsibilities of an OD practitioner
- Acquire knowledge to bring about planned change in your organization

Paperback:

978-1-63651-148-1 | \$38⁹⁹

eBook:

978-1-63651-149-8 | \$19⁹⁹

Hardback (Color):

978-1-63651-150-4 | \$59⁹⁹

Author:

Ankur Mithal

Intended Age:

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“As an MBA professor that teaches courses on Organizational Change Management, I found this book to be particularly interesting and resourceful. Very impressed with this book and I will be recommending it to my graduate students.

Shelly Nice, Adjunct Professor, Southern New Hampshire University



The language of the book is easy to understand and it includes summaries and quizzes at the end of each chapter.

Rodolfo Biasca, Professor, Economics, Purdue University Global

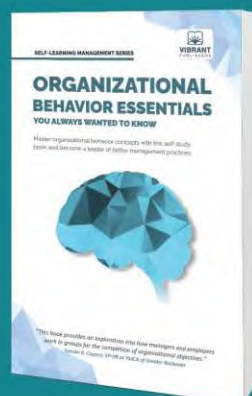
ABOUT THE AUTHOR



Ankur Mithal

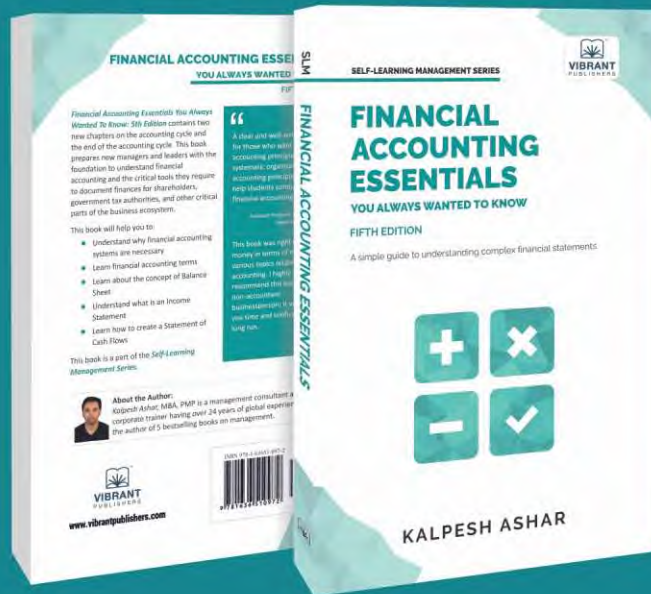
Ankur Mithal is a widely experienced business professional. In over 15 years with Standard Chartered Bank, he worked in Sales, Project Management as well as Operations, operating out of Kolkata, Delhi, Hong Kong, Mumbai, and Singapore. He was involved in a number of improvement interventions in the BPO industry that straddled the disciplines of Organizational Development as well as Quality which created interest and enabled him to learn about them.

SIMILAR BOOKS



FINANCIAL ACCOUNTING ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 176 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: August 2022

Financial Accounting Essentials You Always Wanted To Know: 5th Edition contains two new chapters on the accounting cycle and the end of the accounting cycle. This book prepares new managers and leaders with the foundation to understand financial accounting and the critical tools they require to document finances for shareholders, government tax authorities, and other critical parts of the business ecosystem.

This book will help you to:

- Understand why financial accounting systems are necessary
- Learn financial accounting terms
- Learn about the concept of Balance Sheet
- Understand what is an Income Statement
- Learn how to create a Statement of Cash Flows

Paperback:

978-1-63651-097-2 | \$38⁹⁹

eBook:

978-1-63651-098-9 | \$19⁹⁹

Hardback (Color):

978-1-63651-099-6 | \$59⁹⁹

Author:

Kalpesh Ashar

Intended Age:

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VitalSource

ABOUT THE AUTHOR

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPIJMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.

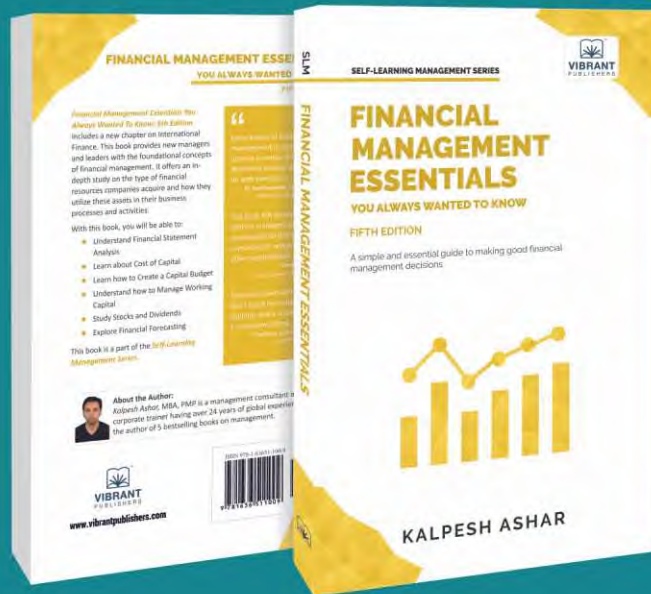


Kalpesh Ashar



FINANCIAL MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 206 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** August 2022

Financial Management Essentials You Always Wanted To Know: 5th Edition includes a new chapter on International Finance. This book provides new managers and leaders with the foundational concepts of financial management. It offers an in-depth study on the type of financial resources companies acquire and how they utilize these assets in their business processes and activities.

With this book, you will be able to:

- Understand Financial Statement Analysis
- Learn about Cost of Capital
- Learn how to Create a Capital Budget
- Understand how to Manage Working Capital
- Study Stocks and Dividends
- Explore Financial Forecasting

Paperback:

978-1-63651-100-9 | \$38⁹⁹

eBook:

978-1-63651-101-6 | \$19⁹⁹

Hardback (Color):

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Author:

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ABOUT THE AUTHOR

Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPIJMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.

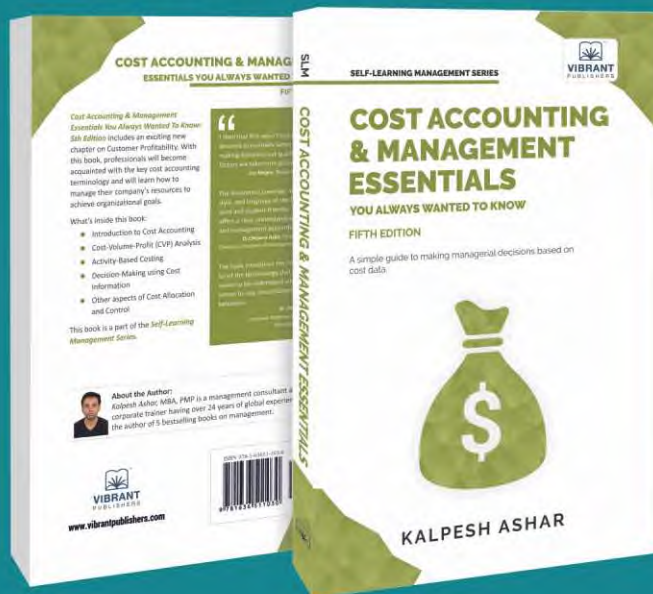


Kalpesh Ashar



COST ACCOUNTING & MANAGEMENT ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 188 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: August 2022

Cost Accounting & Management Essentials You Always Wanted To Know: 5th Edition includes an exciting new chapter on Customer Profitability. With this book, professionals will become acquainted with the key cost accounting terminology and will learn how to manage their company's resources to achieve organizational goals.

What's inside this book:

- Introduction to Cost Accounting
- Cost-Volume-Profit (CVP) Analysis
- Activity-Based Costing
- Decision-Making using Cost Information
- Other aspects of Cost Allocation and Control

Paperback:

978-1-63651-103-0 | \$38⁹⁹

eBook:

978-1-63651-104-7 | \$19⁹⁹

Hardback (Color):

978-1-63651-105-4 | \$59⁹⁹

Author:

Kalpesh Ashar

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Kalpesh Ashar is a management consultant and corporate trainer. He holds an MBA from SPJIMR, an Engineering degree, and Agile certifications including CSM (Certified Scrum Master), PMI-ACP (PMI-Agile Certified Practitioner), and SFPC – Scrum Foundations Professional Certificate. Mr. Ashar has over 23 years of experience in large organizations and start-ups in Asia, USA, and Europe.

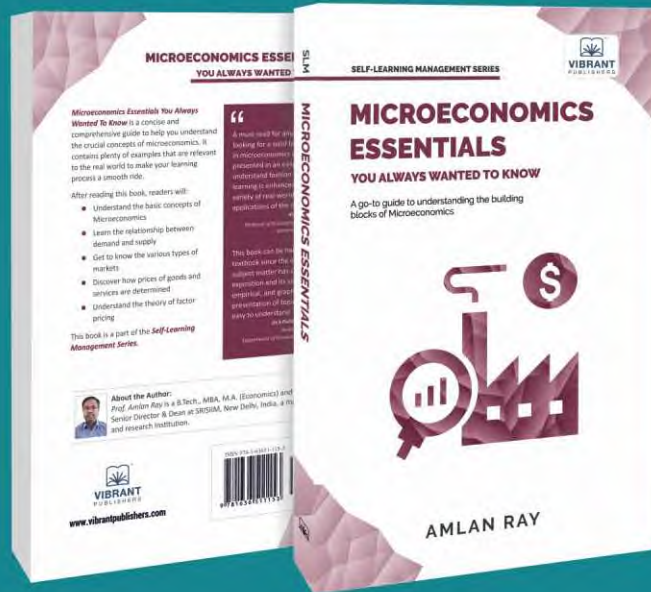


Kalpesh Ashar



MICROECONOMICS ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 226 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** August 2022

Microeconomics Essentials You Always Wanted To Know is a concise and comprehensive guide to help you understand the crucial concepts of microeconomics. It contains plenty of examples that are relevant to the real world to make your learning process a smooth ride.

After reading this book, readers will:

- Understand the basic concepts of Microeconomics
- Learn the relationship between demand and supply
- Get to know the various types of markets
- Discover how prices of goods and services are determined
- Understand the theory of factor pricing

Paperback:

978-1-63651-115-3 | \$38⁹⁹

eBook:

978-1-63651-116-0 | \$19⁹⁹

Hardback (Color):

978-1-63651-117-7 | \$59⁹⁹

Author:

Prof. Amlan Ray

Intended Age:

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Prof. Amlan Ray is currently Senior Director & Dean at SRISIIM, New Delhi, a management and research Institution recognized by the Ministry of Science & Technology and Ministry of Education, Government of India. He has 27 years of experience working in Corporates, Consulting, Training, and Academia. Amlan is a B.Tech., MBA, M.A. (Economics) and has submitted his Ph.D. thesis at Amrita Viswa Vidyapeetham, India in the area of International Trade.

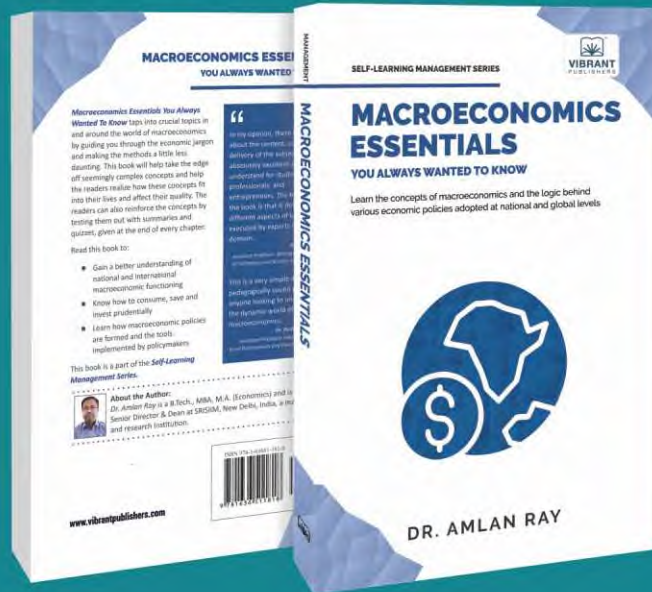


Prof. Amlan Ray



MACROECONOMICS ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 198 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** November 2023

Macroeconomics Essentials You Always Wanted To Know taps into crucial topics in and around the world of macroeconomics by guiding you through the economic jargon and making the methods a little less daunting. This book will help take the edge off of seemingly complex concepts and help the readers realize how these concepts fit into their lives and affect their quality. The readers can also reinforce the concepts by testing them out with summaries and quizzes, given at the end of every chapter.

Read this book to:

- Gain a better understanding of national and international macroeconomic functioning
- Know how to consume, save, and invest prudentially
- Learn how macroeconomic policies are formed and the tools implemented by policymakers

Paperback:

978-1-63651-181-8 | \$38⁹⁹

eBook:

978-1-63651-182-5 | \$19⁹⁹

Hardback (Color):

978-1-63651-183-2 | \$59⁹⁹

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Prof. Amlan Ray is currently Senior Director & Dean at SRISIIM, New Delhi, a management and research Institution recognized by the Ministry of Science & Technology and Ministry of Education, Government of India. He has 27 years of experience working in Corporates, Consulting, Training, and Academia. Amlan is a B.Tech., MBA, M.A. (Economics) and has submitted his Ph.D. thesis at Amrita Viswa Vidyapeetham, India in the area of International Trade.

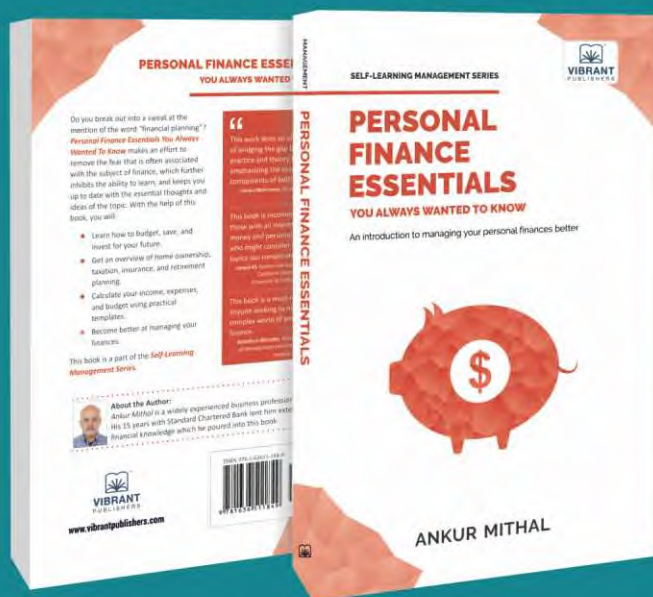


Prof. Amlan Ray



PERSONAL FINANCE ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 226 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** November 2023

Do you break out into a sweat at the mention of the word “financial planning”? **Personal Finance Essentials You Always Wanted To Know** makes an effort to remove the fear that is often associated with the subject of finance, which further inhibits the ability to learn, and makes you up to date with the essential thoughts and ideas of the topic.

With the help of this book, you will:

- Learn how to budget, save, and invest for your future
- Get an overview of home ownership, taxation, insurance, and retirement planning
- Use practical templates to calculate your income, expenses, and budget
- Become better at managing your finances

Paperback:

978-1-63651-184-9 | \$38⁹⁹

eBook:

978-1-63651-185-6 | \$19⁹⁹

Hardback (Color):

978-1-63651-186-3 | \$59⁹⁹

Author:

Ankur Mithal

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Ankur Mithal is a widely experienced business professional. In over 15 years with Standard Chartered Bank, he worked in Sales, Project Management as well as Operations, operating out of Kolkata, Delhi, Hong Kong, Mumbai, and Singapore. He was involved in a number of improvement interventions in the BPO industry that straddled the disciplines of Organizational Development as well as Quality which created interest and enabled him to learn about them.

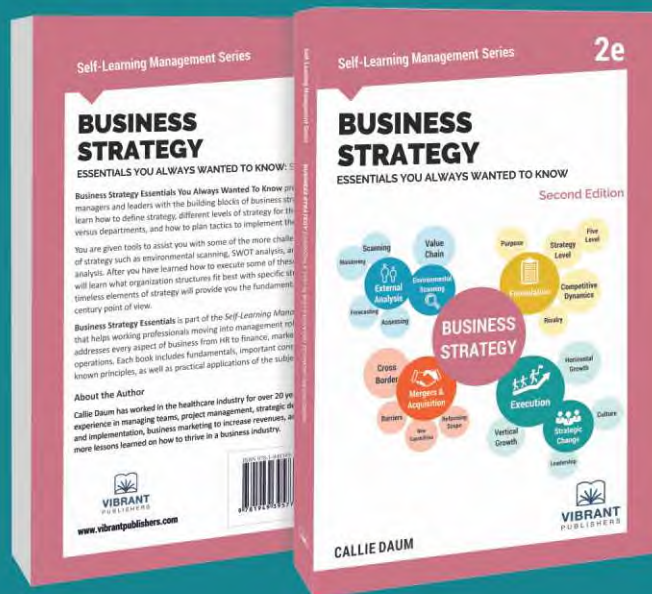


Ankur Mithal



BUSINESS STRATEGY ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 174 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** May 2018

Business Strategy Essentials You Always Wanted To Know prepares new managers and leaders with the building blocks of strategy.

This book gives you a look into the world of strategic management and some of its key elements. When you have completed reading this book you should be able to:

- Define strategic statements in an organization, understand its functions and elements
- Understand industry life cycles and industry structures
- Understand strategy formulation and strategy levels
- Understand Porter's Five Forces and its effect on strategic analysis and development
- Understand strategy execution do's and don'ts
- Read case studies and identify salient points

Paperback:

978-1-94939-577-8 | \$38⁹⁹

eBook:

978-1-94939-578-5 | \$19⁹⁹

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978-1-94939-571-6 | \$59⁹⁹

Author:

Callie Daum

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“ I quickly glanced through *Business Strategy Essentials You Always Wanted To Know* and its concepts are easy to read and follow.

Lydia R. Knopf, Ph.D., Chair & Professor, College of Business and Management, Hope International University

“ The Business Strategy Essentials book is excellent! It is comprehensive and makes for a good read, the highlight being the Walmart case study. Looking forward to another self learning book on Strategy Execution.

Dr. Jagdish N. Sheth, Goizueta Business School at Emory University

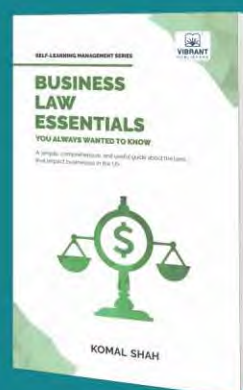
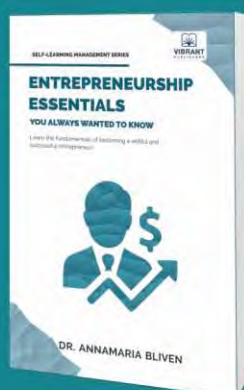
ABOUT THE AUTHOR



Callie Daum

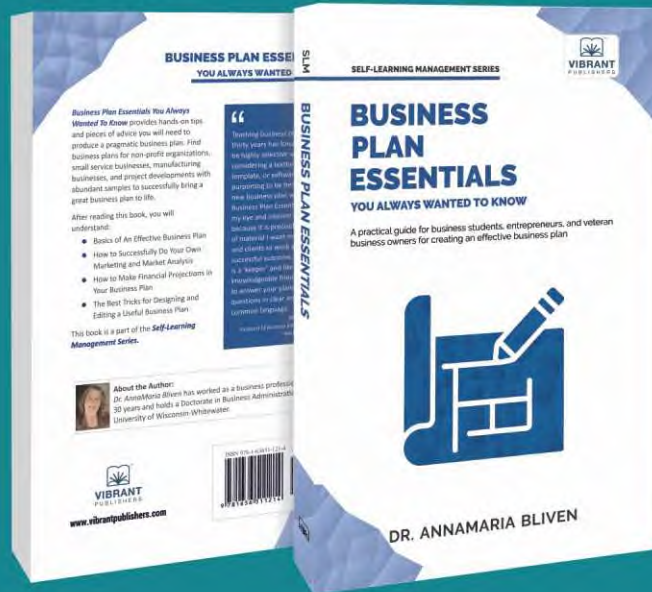
Callie Daum has worked in the healthcare industry for over 20 years, gaining experience in managing teams, project management, strategic development and implementation, business marketing, and many more lessons learned on how to thrive in a business industry. As a seasoned Senior Project Manager and Leader, her goals include adding value, working efficiently and effectively, and sharing best practices to achieve overall success. Callie started her career as an Application Analyst at Computer Sciences Corporation, before moving on to project management and leadership at Cerner Corporation, Atrium Health, and Novant Health. Callie is a certified Project Management Professional, Professional Scrum Master, Certified Health Coach, and has received a certificate in Master Level Six Sigma at Villanova University.

SIMILAR BOOKS



BUSINESS PLAN ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 224 pages | Trim Size: 5.5" x 8.5" | Category: Business & Economics | Publication Date: August 2022

Business Plan Essentials You Always Wanted To Know provides hands-on tips and pieces of advice you will need to produce a pragmatic business plan. It includes business plans for non-profit organizations, small service businesses, manufacturing businesses, and project developments with abundant samples to successfully bring a great business plan to life.

After reading this book, you will understand:

- Basics of An Effective Business Plan
- How to Successfully Do Your Own Marketing and Market Analysis
- How to Make Financial Projections in Your Business Plan
- The Best Tricks for Designing and Editing a Useful Business Plan

Paperback:

978-1-63651-121-4 | \$38⁹⁹

eBook:

978-1-63651-122-1 | \$19⁹⁹

Hardback (Color):

978-1-63651-123-8 | \$59⁹⁹

Author:

Dr. AnnaMaria Bliven

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“ This book is a thorough “how-to” that would be valuable to entrepreneurs, business students, juniors, and seniors in Management, Marketing, Operations, and Finance classes as it covers all the necessary fundamentals well in a language that is fluid and understandable. The structure, layout, and font of the book are excellent.

Fernando Pargas, Management Professor, James Madison University



Business Plan Essentials is precisely the kind of material I want my students and clients to work with for a successful outcome. This book is a 'keeper' and answers your planning questions in clear and common language.

Stephen O'Mara, Professor of Business Entrepreneurship, Mendocino College

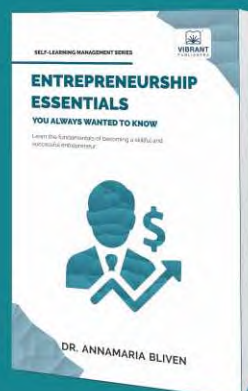
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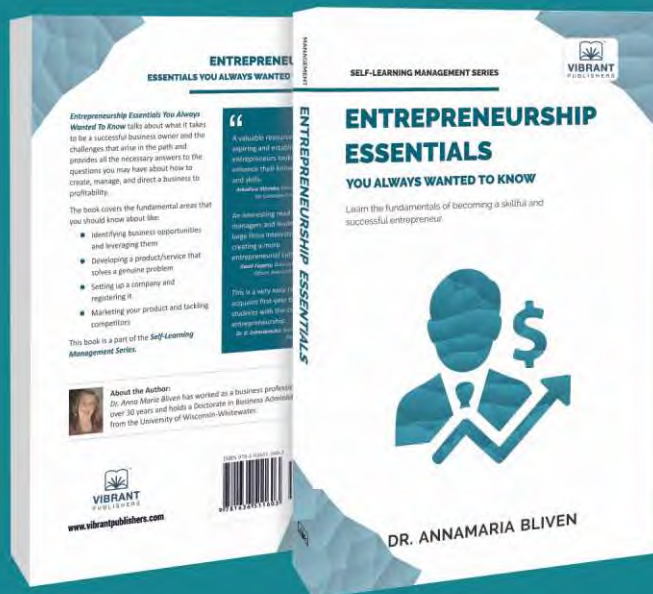
Dr. AnnaMaria has worked as a business professional for over 30 years gaining experience in business development and management, business improvement, project management, time management, career development and advancement, business strategy, vet-entrepreneurship, team development, teaching and training, and implementation of community projects. She holds a Doctorate in Business Administration from the University of Wisconsin-Whitewater.

OTHER BOOKS BY DR. ANNAMARIA BLIVEN



ENTREPRENEURSHIP ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 222 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** May 2023

Entrepreneurship Essentials You Always Wanted To Know talks about what it takes to be a successful business owner and the challenges that arise in the path and provides all the necessary answers to the questions you may have about how to create, manage, and direct a business to profitability.

The book covers fundamental areas such as:

- Identifying business opportunities and leveraging them
- Developing a product/service that solves a genuine problem
- Setting up a company and registering it
- Creating a business plan for your business
- Segmenting markets and customers according to your business requirements
- Marketing your product and tackling competitors

Paperback:

978-1-63651-160-3 | \$38⁹⁹

eBook:

978-1-63651-161-0 | \$19⁹⁹

Hardback (Color):

978-1-63651-162-7 | \$59⁹⁹

Author:

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ABOUT THE AUTHOR

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Dr. AnnaMaria Bliven



BUSINESS LAW ESSENTIALS

YOU ALWAYS WANTED TO KNOW



Pages: 266 pages | **Trim Size:** 5.5" x 8.5" | **Category:** Business & Economics | **Publication Date:** July 2023

Business Law Essentials You Always Wanted To Know is a simple yet comprehensive introduction to the laws that impact businesses in the US. Whether you are a student on the verge of beginning your career, a new business owner, or an employee, this book will provide you with a deep understanding of the legal limits within which an organization should function.

Some notable features of this book are:

- Coverage of general laws such as contract laws to very specific laws such as securities laws
- Coverage of laws relating to data protection
- Explanation of the rationale behind the laws and features of laws in simple, jargon-free language
- Explanations against the backdrop of real-world scenarios and examples

Paperback:

978-1-63651-170-2 | \$38⁹⁹

eBook:

978-1-63651-171-9 | \$19⁹⁹

Hardback (Color):

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Author:

Komal Shah

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Komal Shah has 20 years of experience in corporate law and corporate governance. She is the co-founder of LawSikho, a legal ed-tech company where she leads the business legal clinic and teaches students to work and develop hands-on expertise in international contract drafting. She has helped numerous startups located in India, the US, UAE, Singapore, Australia, etc with contracts, entity formation in the US, flipping, acquisitions, corporate structuring, and investment transactions.



Komal Shah



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