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The Financial Times Guide to Business Start Up 2019/20 ...

" We have used Ian Cooper 's considerable skills on many occasions and he has shown us how to increase our conversion rate of enquiries to business from 30% to 75%. His new book, The Financial Times Guide To Business Development is almost a pocket book guide to his training, providing a real focus on how to get results. It not only explains what to do, but why, in an entertaining, pragmatic and anecdotal style " .

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Up to 80 per cent of opportunities come from people who already know you, so the more people you know, the more chance you have of winning the new business or career you want. The Financial Times Guide to Business Networking is your definitive introduction to a joined-up networking strategy that really works. This award-winning book has now been fully updated to include new chapters on generating referrals and boosting your confidence when networking, as well as the latest advice on social ...

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One of my friends through my publisher Financial Times Prentice Hall is Heather Townsend, the author of the newly released Financial Times Guide to Business Networking. Networking is often one of the first strategies I ' ll recommend to a client looking for more work. It is especially effective for smaller businesses and startups because it allows you to build personal connections with people who then feel more comfortable to place work with you.

Financial Times Guide To Business Networking - A Review

News, analysis and comment from the Financial Times, the world's leading global business publication

Financial Times

The Financial Times Guide to Business Networking: How to Use the Power of Online and Offline Networking for Business Success. This text shows readers how to use and integrate online and offline techniques, and get the right approach, attitude and behaviours to maximise networking success.

The Financial Times Guide to Business Networking: How to ...

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' A great, practical guide to all aspects of networking \u2014 stuffed with lots of quick and easy tips to help you leverage the power of your network. ' Ivan Misner, NY Times bestselling author and founder of BNI and Referral Institute 'This practical and easy-to-read book will quickly get you the results you need from your network.' Charlie Lawson, BNI UK and Ireland national director ' A " must read " for anyone wanting to use the power of face-to-face AND online networking to generate career and business success. ' Andy Lopata, author of Recommended and And Death Came Third Up to 80 per cent of opportunities come from people who already know you, so the more people you know, the more chance you have of winning the new business or career you want. The Financial Times Guide to Business Networking is your definitive introduction to a joined-up networking strategy that really works. This award-winning book has now been fully updated to include new chapters on generating referrals and boosting your confidence when networking, as well as the latest advice on social networking sites. Successfully combine online and offline networking techniques Develop the best networking approaches and behaviours Make a great first impression, build rapport and generate strong business relationships Talk to the right people, have productive conversations and effectively work a room

Whether you're about to start your own business or have already taken the plunge and want to keep on track, make sure you have a copy of The Financial Times Guide to Business Start Up to hand. Updated for all your business needs, this edition covers all the latest legal and financial changes you need to be aware of following the 2018 Budget.

The FT Guide to Business Coaching shows you everything you need to know about becoming a business coach, from how to find out if you 've got what it takes, through the basic tools and models that really work. This book gives you a step-by-step guide to the tools, the market knowledge and the crucial new techniques from psychology you need to become an exceptional business coach. Clear, compelling and comprehensive, covering classic and fresh material from both business and psychology, this is the first book to cover both the critical elements of world-class business coaching. This book takes you through a tried and trusted process developed specifically for senior business leaders. It will help you: Know when to coach and when to lead. Build powerful listening skills. Get to grips with the most useful and up-to-the minute coaching tools and psychological techniques. Calculate if \u2014 and crucially, how - you can make a living as a business coach. Decide if, how and when to go for accreditation as a coach.

' Understanding valuation is relevant to everyone with an ambition in business. For us a Cevian Capital it is an absolutely critical skill. This book will take you there faster than any other in the field. ' Christer Gardell Former Partner McKinsey, Managing Partner and co-founder of Cevian Capital ' A handy, accessible and well-written guide to valuation. The authors manage to capture the reader with high-level synthesis as well as more detailed insights in a great way. ' Anna Storakers Head of Group Strategy & Corporate Development, Nordea Bank AB, formerly with Goldman Sachs & Co and McKinsey & Co " If you can envision the future value of a company you are a winner. Make this comprehensive and diligent book on corporate valuation your companion pursuing transactions and you will succeed. " Hans Otterling, Founding Partner, CEO Northzone Capital " Both in my previous position as an investment banker and today as an investor in high growth technology companies, corporate valuation has been a most critical subject. The Financial Times guide to Valuationserves as the perfect introduction to the subject and I recommend it to entrepreneurs as well as fellow private investors." Carl Palmstierna, former Partner Goldman Sachs, Business Angel ' Not only will Financial Times Guide to Corporate Valuation provide you with the basic understanding of corporate valuation, it also gives you an interesting insight into non-operational challenges that companies will face. And it does it all in an unexpectedly efficient and reader friendly manner. If you want to learn the basics and only have a few hours to spare, invest them into reading this book! ' Daniel Hummel Head of Corporate Finance, Swedbank ' In this highly accessible and reliable introduction to valuation, Messieurs Frykman and Tolleryd have succeeded in selecting only the essential building blocks in a topic that can otherwise be difficult to navigate. Indeed a guide, this book will prove handy to many of us and a breakthrough to some. ' Per Hedberg, Academic Director Stockholm School of Economics Russia ' This book provides an accessible and informative entry point to the vast topic of valuation. The book covers mechanics as well as how value is linked to intangibles, growth opportunities and industry structure, all the way providing clear examples of every key idea. The authors understand value: they know what is useful, what is practical and what is critical, and give any reader great guidance to the challenge of getting values right. ' Bo Becker Assistant Professor Harvard Business School "I read Frykman & Tolleryds book on Corporate Valuation the first time in the late 90's - the book has not only thought me how to value investments, but also how important it is to focus on long term cashflow when building and leading an organization" Mikael Schiller Owner, Chairman, Acne Studios ' The easy, no-nonsense approach to corporate valuation. ' Fiona McGuire, Corporate Finance Director FGS Understanding corporate valuation is crucial for all business people in today 's corporate world. No other measure can indicate as completely the current status as well as the future prospects of a company. The Financial Times Guide to Corporate Valuation is a quick, no-nonsense guide to a complex subject. Whether you 're a manager, executive, entrepreneur or student this comprehensive reading guide will help you tailor your learning according to your experience, existing knowledge and time constraints. Using the example of a fictional European telecommunications company, Mobitronics, as a model, it provides key insights into universal issues in corporate valuation and the most commonly used valuation methods. THE ONLY STRAIGHTFORWARD GUIDE TO CORPORATE VALUATION

'The most damaging half truth for savers is " performance matters more than expenses " . Read this book carefully and the financial services industry will have one fewer easy victim, but you will have a sound base for a lifetime of successful investment.' Martin White, Chair of UK Shareholders Association This is one of those great big books to buy and then tuck away for constant reference. It's a tour through everything from managing a portfolio to establishing a fair intrinsic value for a share. If it moves in the world of investing, it 's probably here.' David Stevenson, 'Adventurous Investor' in the Financial Times ' Informative and easy to read, Glen Arnold has produced arguably the most comprehensive book there is today on stock market investing and one that unquestionably will give an edge to any retail investor. This is a must read for anyone serious about investing.' Simon Thompson, Companies Editor, Investors Chronicle The Financial Times Guide to Investing is the definitive introduction to the art of successful stock market investing. Bestselling author Glen Arnold takes you from the basics of what investors do and why companies need them through to the practicalities of buying and selling shares and how to make the most from your money. He describes different types of investment vehicles and advises you on how to be successful at picking companies, understanding their accounts, managing a sophisticated portfolio, measuring performance and risk and setting up an investment club. The third edition of this investing classic will give you everything you need to choose your shares with skill and confidence. Thoroughly updated, this edition now includes: - Comprehensive advice about unit trusts and other collective investments - A brand new section on dividend payments and what to watch out for - An expanded jargon-busting glossary to demystify those complex phrases and concepts - Recent Financial Times articles and tables to illustrate and expand on case studies and examples - Detailed updates of changes to tax rates and legislation as well as increases in ISA allowances and revisions to capital gains tax

Business travel can be one of the most stressful or stimulating aspects of executive life; it all depends on how well prepared you are. After the early jetsetting buzz has worn off, business trips can quickly become hard work, long-haul drudgery. Constant travelling is demanding and exhausting, but it can also be enriching and endlessly stimulating. So how can you maximize the value of business travel for yourself and your business? What can you do to make the experience less draining, ease some of the frustration and generally improve its effectiveness? It's all about knowing: how to travel in comfort how to get an upgrade the quickest route from the airport to your destination what to do if you fall ill while abroad how to find the right hotel how to make the best use of your time away (including delays) how to make your hotel room work for you how to avoid those frustrating experiences with laptops and modems. A collection of tips, tricks of the trade, and anecdotes from the travel-wise, this guide aims to help make life easier, richer and more enlightening for road warriors everywhere. From planning a stress-free business trip to making the best use of all your time away, The Financial Times Guide to Business Travel is the definitive travel companion for the global executive.

The Financial Times Guide to Leadership is a one-stop shop for professionals at every stage of their leadership journey. Whether you 're just starting out or are looking to upgrade your current skills, this practical guide takes you through the core building tools of self-awareness, influence and execution. With thought-provoking exercises and action points throughout, plus handy chapter summaries for when you need to access information, this book is your roadmap to becoming a better leader. This definitive guide to leadership includes: What good leadership looks like How to build your own leadership style Techniques to lead and influence others How to build and execute your vision Everything you need to know to become an authentic and dynamic leader. "My shelves groan under stacks of leadership books. But just a very few stand out as solid gold. The Financial Times Guide to Leadership merits inclusion in that select company. There is simply no excuse for not applying its very practical steps. I'd urge you to start or continue your journey here!" Tom Peters, author of In Search of Excellence "Finally, a first-class leadership book that focuses on the 'how' and 'what' as well as the 'why' and 'when'. Full of practical steps to take you to the next level." Doug Richard, entrepreneur and founder of School for Startups "Leadership is at the intersection of competence, charisma and the ability to think big for yourself and for others. The Financial Times Guide to Leadership gives you the tools you need to navigate this junction with success." Mercedes Erra, Executive President of Havas Worldwide

In one engaging, outcome-oriented book, The FT Essential Guide to Writing a Business Plan gives you: The essential knowledge you need to write a winning business plan \u2014 quickly and without fuss Guidance on how to focus throughout on the plan 's purpose \u2014 to win backing Samples of what a good plan looks like, so you can benchmark your own as you write it Checklists, tips, examples and milestones to ensure you 're on target Prompts to reflect on, evaluate and learn from your experience With advice that 's instantly applicable, whether your business is a start-up or a more established company looking to grow, this is the one guide you need to create a credible and persuasive plan.

How financial markets work, in plain English! An authoritative, complete, and up-to-date guide to today's global financial system. * *The 'jargon-busting' guide to global finance: everything today's manager, investor, policymaker, and citizen needs to know. *Crystal-clear introductions to banking, central banks, insurance, money and bond markets, equities, futures, options, swaps, FX, hedge funds, private equity, and how they fit together. *Financial crises: what's happened, why \u2014 and what the new landscape looks like. This is the most complete, authoritative, and up-to-date guide to the workings of financial markets, the global financial system, and their immense and relentless impact. Renowned financial author Glen C. Arnold assumes no prior financial knowledge, teaching through real world examples. He presents an invaluable international perspective, comparing the workings of major financial institutions and centers worldwide, from the U.S. Federal Reserve and Wall Street to the European and Japanese central banks, the IMF, and the World Bank. Arnold begins with a plain-English overview of the purposes of global financial markets and the institutions and individual markets that now comprise them. Next, he drills down to thoroughly illuminate each component of the financial markets, and the linkages among them. Arnold covers retail, corporate, investment, and other forms of banking; central banks; pooled investment funds; insurance; money markets; corporate, government, and exotic bond markets; equities and systems for raising capital; futures, options, and swaps; foreign exchange markets; hedge funds and private equity, and more. He concludes with insightful discussions of global financial regulation, the impact of recent and continuing global financial crises; the responses of governments; and the shape of the radically new global financial landscape.

The Financial Times Guide to How the Stock Market Really Works is an introduction to the complex world of the financial markets. Whether you are new to investing, or already have a share portfolio, this is an intelligent guidebook will guide you safely through the often confusing world of investing. Written especially for the ordinary investor, it will provide you with the key strategies you need to make money on the stock market.

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