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The Business Book (Big Ideas Series) Published December 5th 2019 by D.K.

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The Business Book helps you over the hurdles facing every new business, such as finding a gap in the market, securing finance, employing people, and creating an eye-catching brand. It is a plain-speaking visual guide to 80 of the most important commerce theories including chaos theory, critical path analysis, market mapping, and the MABA matrix.

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You can achieve your business dream. Beat the odds as you learn from the best - including Henry Ford, Steve Jobs, and Bill Gates - and turn your idea into an amazing and profitable enterprise. The Business Book helps you over the hurdles facing every new business, such as finding a gap in the market, securing finance, employing people, and creating an eye-catching brand. It is a plain-speaking visual guide to 80 of the most important commerce theories including chaos theory, critical path analysis, market mapping, and the MABA matrix. Its graphics and flow diagrams demystify complicated concepts and explain the ideas of seminal business thinkers, such as Malcolm Gladwell's "tipping point" or Michael Porter's "five forces". It shows that you can succeed with stories of rags-to-riches entrepreneurs, including the founders of Hewlett-Packard, who began their global enterprise from their garage. Whether you are a student, a CEO, or a would-be entrepreneur, The Business Book will inspire you and put you on the inside track to making your goal a reality. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

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Exploring more than 80 of the big ideas and key theories in the field of sociology in a clear and simple way, this is the perfect introduction to the study of how humans live and interact with each other. The Sociology Book offers a deep dive into a range of societal issues, ranging from government and gender identity to inequalities, globalization, and even the "Disneyfication" of today's world. New globalizing forces make our world increasingly interconnected. Similar issues affect us all: discover the tension between the needs of the individual and society, the changing workplace, and the role of everything from government to mass culture in our lives. To explain each concept, The Sociology Book makes each topic crystal clear using quirky graphics, pithy quotes, and step-by-step summaries. It defines terms such as "liquid modernity" and "communitarianism", and explains the theories of seminal thinkers from Karl Marx and Auguste Comte to Sharon Zukin and Judith Butler. Examining everything from antisocial behavior to how the middle classes monopolize the best jobs, The Sociology Book is an unmissable read for students and anyone interested in human behavior. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

Travel thousands of years into our past and discover the significant events that shaped the world as we know it. This book includes short, descriptive explanations of key ideas, themes, and events of world history that are easy to understand. Explore topics such as the founding of Baghdad, the colonization of the Americas, and the inception of Buddhism without complicated jargon. This book is part of DK's award-winning Big Ideas Simply Explained educational series that uses witty graphics and engaging descriptions to enlighten readers. Don't stop at American history, explore the world! This book is full of fun facts from the human story, going as far back as the origins of our species to space exploration today. Discover all things revolution, from the French to the digital, including the rise of the internet. Enjoy short and sweet biographies of some of the most important thinkers and leaders throughout history, like Martin Luther, Charles Darwin, and Nelson Mandela. You'll learn who said famous historical quotes, and what they really meant when they said it. Big Ideas This is a modern twist on the good old-fashioned encyclopedia, now easier to follow with diagrams, mind maps, and timelines. Step-by-step diagrams will have you reviewing your ideas about history. Start from the very beginning: - Human Origins 200,000 years ago - 3500 BGE - Ancient Civilizations 6000 BGE - 500 CE - The Medieval World 500 - 1492 - Early Modern Era 1420 - 1795 - Changing Societies 1776 - 1914 - The Modern World 1914 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The History Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand.

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Discover 80 trail-blazing scientific ideas, which underpin our modern world, giving us everything from antibiotics to gene therapy, electricity to space rockets and batteries to smart phones. What is string theory or black holes? And who discovered gravity and radiation? The Science Book presents the fascinating story behind these and other of the world's most

important concepts in maths, chemistry, physics and biology in plain English, with easy to grasp "mind maps" and eye-catching artworks. Albert Einstein once quoted Isaac Newton: "If I have seen further than others, it is by standing on the shoulders of giants." Follow context panels in The Science Book to trace how one scientist's ideas informed the next. See, for example, how Alan Turing's "universal computing machine" in the 1940s led to smart phones, or how Carl Linnaeus's classifications led to Darwin's theory of evolution, the sequencing of the human genome and lifesaving gene therapies. Part of the popular Big Ideas series, The Science Book is the perfect way to explore this fascinating subject. Series Overview: Big Ideas Simply Explained series uses creative design and innovative graphics along with straightforward and engaging writing to make complex subjects easier to understand. With over 7 million copies worldwide sold to date, these award-winning books provide just the information needed for students, families, or anyone interested in concise, thought-provoking refreshers on a single subject.

Since the dawn of humankind, people have looked upward to the heavens and tried to understand them. This encyclopedia takes you on an expedition through time and space to discover our place in the universe. We invite you to take a journey through the wonders of the universe. Explore the cosmos, from planets to black holes, the Big Bang, and everything in-between! Get ready to discover the story of the universe one page at a time! This educational book for young adults will launch you on a wild trip through the cosmos and the incredible discoveries throughout history. Filled to the brim with beautifully illustrated flowcharts, graphics, and jargon-free language, The Astronomy Book breaks down hard-to-grasp concepts to guide you in understanding almost 100 big astronomical ideas. Big Ideas How do we measure the universe? Where is the event horizon? What is dark matter? Now you can find out all the answers to these questions and so much more in this inquisitive book about our universe! Using incredibly clever visual learning devices like step-by-step diagrams, you'll learn more about captivating topics from the Copernican Revolution. Dive into the mind-boggling theories of recent science in a user-friendly format that makes the information easy to follow. Explore the biographies, theories, and discoveries of key astronomers through the ages such as Ptolemy, Galileo, Newton, Hubble, and Hawking. To infinity and beyond! Journey through space and time with us: - From Myth to Science 600 BCE - 1550 CE - The Telescope Revolution 1550 - 1750 - Uranus to Neptune 1750 - 1850 - The Rise of Astrophysics 1850 - 1915 - Atom, Stars, And Galaxies 1915 - 1950 - New Windows on The Universe 1950 - 1917 - The Triumph of Technology 1975 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Astronomy Book is part of the award-winning Big Ideas Simply Explained series from DK Books. It uses innovative graphics along with engaging writing to make complex subjects easier to understand. Shortlisted: A Young Adult Library Services Association Outstanding Books for the College Bound and Lifelong Learners list selection A Mom's Choice Awards® Honoring Excellence Gold Seal of Approval for Young Adult Books A Parents' Choice Gold Award winner

The Business Book clearly and simply explains all of the key theories that have shaped the world of business, management, and commerce. Using easy-to-follow graphics and artworks, succinct quotations, and thoroughly accessible text, The Business Book introduces the would-be entrepreneur and general reader alike to the work of great commercial thinkers, leaders, and gurus. The Business Book includes: - Almost 100 quotations from the great business thinkers and gurus - Information on every facet of business management, including alternative business models, with real life examples from the marketplace - A structure that takes the reader through every stage of business strategy, from start-up to delivering the goods The clear and concise summaries, graphics, and quotations in The Business Book will help even the complete novice understand the key ideas behind business success.

The Religions Book clearly and simply explains all of the important information about the world's major, and many minor, religions, in an easy-to-access format. Using easy-to-follow graphics and artworks, succinct quotations, and thoroughly accessible text, The Religions Book explores the beliefs that underpin religious traditions around the globe and how they developed. From primal beliefs to the world's great faiths and the continuing quest for spiritual meaning in our complex world, The Religions Book gets to the heart of what it means to believe in God and religion's place in society. The Religions Book includes: - A dedicated section for each of the world's five major faiths - Islam, Christianity, Judaism, Buddhism, and Hinduism - Primal beliefs, ancient and classical mythology, and new religions - Brief biographies and context boxes to give the full historical context of selected religions The clear and concise summaries, graphics, and quotations in The Religions Book will help even the complete novice understand the ideas behind faiths and the place of religion in the world.

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