



Business Cents: Evolve or Die In the World of Business

Caroline Munywoki

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The book explores complicated businesses concepts in very simple and understandable terms, exploring what business persons and entrepreneurs would want to keep in mind when running a business with examples and case studies from around the world.

It is for anyone young or old, thinking of starting a business or wanting to expand their business.

While business concepts remain the same globally, sustaining the business and making good profit margins while increasing ones target market, varies completely; from different and not easy to understand aspects; like culture, literacy, tradition and the environment.

The book provides a comparative analysis from literary, social interaction and personal observation on how business has been transacted in different parts of the world while providing advice on workable practices.

This book is for the reader to make Cents or Sense of the world of Business.

May it inspire and educate ones looking to understand and manage their businesses with sustainable success and consistent increased profit margins.

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