



This is the most comprehensive short guide to the world of business that you are likely to find. It covers the different types of business, the roles of those who work in them and how they fit together. Outside resources are often used. The book explains what they are and how they can help.

We see how businesses can raise money and how they can plan for success.

● Drawing on examples based on real experience, we see theory being put into practice.

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Every **Quicklook** book explains the basics of a big subject in a read of not more than 90 minutes – even for readers with no prior knowledge.

The books are of general interest but should be particularly useful to those entering the world of work.