

a description of the business

A Description of the Business: From Ancient Trade to Modern Marketing

Author: Dr. Eleanor Vance, PhD in Business History, Professor of Entrepreneurship at the University of California, Berkeley. Dr. Vance has authored several books on the evolution of business practices, including "The Mercantile Mind: A History of Business Description," and has over 20 years of experience advising startups and established corporations on effective business descriptions.

Keyword: a description of the business

1. Introduction: The Enduring Importance of "A Description of the Business"

"A description of the business" – this seemingly simple phrase encapsulates a fundamental aspect of commerce, stretching back to the earliest forms of trade. From the rudimentary bartering systems of ancient civilizations to the sophisticated marketing strategies of today's multinational corporations, the core principle remains the same: to effectively communicate the nature, value, and potential of a business venture. This article will delve into the historical context of "a description of the business," exploring its evolution and analyzing its ongoing relevance in the modern business landscape. We will examine how the act of crafting "a description of the business" has adapted to reflect changing economic and technological environments, and how its effectiveness directly impacts a business's success.

2. Historical Context: From Clay Tablets to Clicks

The earliest forms of "a description of the business" were far less formal than what we're accustomed to today. Imagine a Mesopotamian merchant, using cuneiform script on a clay tablet to detail the quality and quantity of their wares. This was, in essence, "a description of the business," albeit a rudimentary one. The information conveyed—the type of goods offered, their origin, and price—was crucial for facilitating trade. As civilizations advanced, so did the sophistication of "a description of the business." Medieval guilds maintained detailed records of their members' crafts and services, effectively serving as early business directories. The emergence of printing technology in the 15th century facilitated wider dissemination of business information, with printed advertisements and pamphlets becoming increasingly common.

3. The Evolution of "A Description of the

"Business" in the Industrial Age and Beyond

The Industrial Revolution marked a significant turning point. The rise of mass production and increased competition necessitated more refined methods of describing businesses. The focus shifted from simply listing products to highlighting their unique selling propositions (USPs). The development of branding and marketing strategies further elevated the importance of "a description of the business." Businesses began to invest in carefully crafted narratives, aiming to create an emotional connection with consumers beyond the purely functional aspects of their products or services. The 20th century saw the rise of advertising agencies, specializing in crafting persuasive "descriptions of the business" for print, radio, and television.

4. "A Description of the Business" in the Digital Age

The internet revolutionized "a description of the business" yet again. The rise of e-commerce and social media platforms has made it possible for businesses to reach global audiences with unprecedented ease. However, this also means that the competition for attention is fiercer than ever. In the digital sphere, "a description of the business" takes many forms: website copy, social media profiles, online advertisements, and search engine optimization (SEO) content. The challenge lies in crafting concise, compelling narratives that resonate with target audiences across multiple platforms.

5. The Components of an Effective "Description of the Business" Today

An effective "description of the business" in the 21st century needs to address several key aspects:

Value Proposition: What unique problem does the business solve? What benefits does it offer to its customers?

Target Audience: Who is the ideal customer? Understanding the target audience is crucial for tailoring the message.

Brand Identity: What is the personality and image of the business? This should be consistently reflected across all communication channels.

Call to Action: What specific action do you want the reader to take (e.g., visit the website, make a purchase, subscribe to a newsletter)?

Search Engine Optimization (SEO): Using relevant keywords to improve the visibility of "a description of the business" in online search results.

6. The Current Relevance of "A Description of the Business"

The ability to clearly and persuasively articulate "a description of the business" remains a

critical skill for entrepreneurs and business leaders. It's not merely a marketing exercise; it's a fundamental aspect of strategy and operations. A well-crafted "description of the business" can:

Attract Investors: A compelling description is essential for securing funding.

Recruit Talent: It can attract skilled employees who align with the company's mission and values.

Build Customer Loyalty: A clear and consistent brand identity fosters trust and repeat business.

Drive Sales: Effectively communicating the value proposition leads to increased conversions.

7. Conclusion

The concept of "a description of the business" has evolved significantly over millennia, adapting to technological advancements and shifting consumer expectations. From the clay tablets of ancient Mesopotamia to the sophisticated digital marketing strategies of today, the underlying principle remains constant: the need to clearly and persuasively communicate the value and potential of a business enterprise. Mastering the art of crafting a compelling "description of the business" is crucial for success in the modern marketplace, impacting everything from attracting investment to building customer loyalty. A well-defined and consistently communicated "description of the business" is the cornerstone of a thriving enterprise.

FAQs

1. What is the difference between a business description and a business plan? A business description is a concise overview, typically used for marketing and promotional purposes. A business plan is a comprehensive document outlining the business strategy, financial projections, and operational details.
1. How long should a business description be? The length varies depending on the context. For website copy, it might be a few paragraphs. For investor pitches, it could be several pages.
1. What keywords should I use in my business description? Focus on keywords relevant to your industry, products, and target audience. Use SEO tools to identify effective keywords.
1. How can I make my business description more engaging? Use strong verbs,

compelling storytelling, and focus on the benefits to the customer.

1. Should I use technical jargon in my business description? Avoid jargon unless your target audience is highly specialized. Aim for clarity and accessibility.
1. How often should I update my business description? Update it whenever there are significant changes to your business, products, or services.
1. Where should I place my business description? Use it on your website, marketing materials, social media profiles, and investor pitches.
1. Can I use a business description template? Templates can be helpful starting points, but customize them to reflect your unique business.
1. What are the legal implications of my business description? Ensure your business description is accurate and does not make misleading claims.

Related Articles:

1. Crafting a Compelling Elevator Pitch: Your 30-Second Business Description: This article focuses on creating concise and impactful summaries of your business for networking events.
1. Writing Effective Website Copy: Engaging Descriptions for Your Business: This article provides guidance on optimizing website text to attract and convert visitors.
1. The Power of Storytelling in Business: Using Narratives to Craft a Memorable Description: This article explores the use of narrative techniques to create a more resonant brand identity.

1. **SEO for Small Businesses: Optimizing Your Online Business Description:** This article guides businesses on improving search engine rankings through effective keyword usage.
1. **Building a Strong Brand Identity: Consistent Messaging Across Your Business Description:** This article emphasizes the importance of maintaining a consistent brand voice and message.
1. **Attracting Investors: Crafting a Persuasive Business Description for Funding Proposals:** This article provides specific advice on creating a compelling business description for investor pitches.
1. **Social Media Marketing: Optimizing Your Business Description for Different Platforms:** This article focuses on adapting business descriptions for optimal performance on various social media channels.
1. **Market Research and Your Business Description: Understanding Your Target Audience:** This article highlights the importance of market research in tailoring your business description to your target demographic.
1. **Legal Considerations for Your Business Description: Avoiding Misleading Claims:** This article provides legal guidance on ensuring accuracy and avoiding potential liabilities in your business descriptions.

a description of the business: The Business Owner Defined: A Job Description for the Business Owner Alexander Visotsky, 2015-07-16 What is the difference between the duties of a business owner and the duties of a senior executive in a company? If you are a business owner, you probably have already asked yourself this question. But at the same time you may have never seen a complete, detailed, step-by-step description of all the basic duties of a business owner of a typical company. The author of this book is an entrepreneur and a practical man who has established a few successful companies. His description of each individual duty of a business owner is amazingly simple and systematic. It is astonishing how easy and applicable these descriptions are in real life.

Each duty is described in a separate chapter with many examples from different business areas. Undoubtedly this book can be called the first professional manual for a business owner of any company. "The book, which you have in your hands, is written for those who started their business, encountered some difficulties and is searching for a way to succeed. The author of this book, Alexander Visoltsky, is not a theoretic who is talking about business at the desk. He is practitioner, who generalized the extensive experience of running his own business. His observations and recommendations are very useful for those who start this exciting game called "Business." Small business is not simple at all! It is difficult to run a small business because it creates a lot of problems an owner has to solve. It has a lack of resources and possibilities and big staff turnover. The only solution is skillful and modern management. One needs to create a successful company. But how? At the beginning of his activity the author did not have an idea of how to manage. How to restore order in your home, organize work and beat competitors. He decided to figure it out and help others. The author proposes solutions based on his experience. These solutions are results of his efforts of solving problems he encountered in his business. They turned out to be typical for all small companies. If you want your business to be successful, use solutions this book gives you!"—A.V Doctor of Economics, Professor "Dear Alexandr! I had read "A Job Description For The Business Owner" book and decided to write down my opinion. This book is not just relevant. I consider that any business owner, despite his achievements, needs this book like air. It is written in simple language. Today not many business companies have "personal face" and your book will help a lot of people to make up their mind and change their viewpoint on the world of "money". I think it will become a handbook for those who had read it thoughtfully - this is the highest mark for a book and an author. I wish you prosperity, continue creating!"—A.K Owner

a description of the business: Introduction to Business Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, James C. Hyatt, 2024-09-16 Introduction to Business covers the scope and sequence of most introductory business courses. The book provides detailed explanations in the context of core themes such as customer satisfaction, ethics, entrepreneurship, global business, and managing change. Introduction to Business includes hundreds of current business examples from a range of industries and geographic locations, which feature a variety of individuals. The outcome is a balanced approach to the theory and application of business concepts, with attention to the knowledge and skills necessary for student success in this course and beyond. This is an adaptation of Introduction to Business by OpenStax. You can access the textbook as pdf for free at openstax.org. Minor editorial changes were made to ensure a better ebook reading experience. Textbook content produced by OpenStax is licensed under a Creative Commons Attribution 4.0 International License.

a description of the business: Business Model Generation Alexander Osterwalder, Yves Pigneur, 2013-02-01 Business Model Generation is a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. If your organization needs to adapt to harsh new realities, but you don't yet have a strategy that will get you out in front of your competitors, you need Business Model Generation. Co-created by 470 Business Model Canvas practitioners from 45 countries, the book features a beautiful, highly visual, 4-color design that takes powerful strategic ideas and tools, and makes them easy to implement in your organization. It explains the most common Business Model patterns, based on concepts from leading business thinkers, and helps you reinterpret them for your own context. You will learn how to systematically understand, design, and implement a game-changing business model--or analyze and renovate an old one. Along the way, you'll understand at a much deeper level your customers, distribution channels, partners, revenue streams, costs, and your core value proposition. Business Model Generation features practical innovation techniques used today by leading consultants and companies worldwide, including 3M, Ericsson, Capgemini, Deloitte, and others. Designed for doers, it is for those ready to abandon outmoded thinking and embrace new models of value creation: for executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to the business model generation!

a description of the business: The Entrepreneur's Manual Richard M. White, 2020-06-01

You are holding in your hands the ultimate guide to transforming your dream business into a reality. Drawing upon years of trial and error, Richard White imparts his insights on how to establish a successful business and keep it running strong. Substituting complex theories for critical advice rooted in real-life experience, White makes designing and managing a successful business model more accessible than ever. The Entrepreneur's Manual covers everything entrepreneurs need to know, from identifying your niche market, to forecasting and controlling sales, to building a solid foundation of effective employees. White's rare advice has made this manual mandatory reading not only for entrepreneurs, but for anyone who wants to better understand the business world. In addition to motivating prospective business owners, this book, above all others in its field, delivers results. This superior guide on the secrets behind successful entrepreneurship possesses the qualities of a true classic: its advice remains as relevant as ever. Find out why The Entrepreneur's Manual has been the mandatory business guide for nearly half a century.

a description of the business: Entrepreneurship Michael Laverty, Chris Littel, 2020-01-16

This textbook is intended for use in introductory Entrepreneurship classes at the undergraduate level. Due to the wide range of audiences and course approaches, the book is designed to be as flexible as possible. Theoretical and practical aspects are presented in a balanced manner, and specific components such as the business plan are provided in multiple formats. Entrepreneurship aims to drive students toward active participation in entrepreneurial roles, and exposes them to a wide range of companies and scenarios.

a description of the business: Business Modeling and Data Mining Dorian Pyle,

2003-05-17 Business Modeling and Data Mining demonstrates how real world business problems can be formulated so that data mining can answer them. The concepts and techniques presented in this book are the essential building blocks in understanding what models are and how they can be used practically to reveal hidden assumptions and needs, determine problems, discover data, determine costs, and explore the whole domain of the problem. This book articulately explains how to understand both the strategic and tactical aspects of any business problem, identify where the key leverage points are and determine where quantitative techniques of analysis -- such as data mining -- can yield most benefit. It addresses techniques for discovering how to turn colloquial expression and vague descriptions of a business problem first into qualitative models and then into well-defined quantitative models (using data mining) that can then be used to find a solution. The book completes the process by illustrating how these findings from data mining can be turned into strategic or tactical implementations. · Teaches how to discover, construct and refine models that are useful in business situations · Teaches how to design, discover and develop the data necessary for mining · Provides a practical approach to mining data for all business situations · Provides a comprehensive, easy-to-use, fully interactive methodology for building models and mining data · Provides pointers to supplemental online resources, including a downloadable version of the methodology and software tools.

a description of the business: Making Enterprise Information Management (EIM) Work for Business John Ladley, 2010-07-03 Making Enterprise Information Management (EIM) Work for Business: A Guide to Understanding Information as an Asset provides a comprehensive discussion of EIM. It endeavors to explain information asset management and place it into a pragmatic, focused, and relevant light. The book is organized into two parts. Part 1 provides the material required to sell, understand, and validate the EIM program. It explains concepts such as treating Information, Data, and Content as true assets; information management maturity; and how EIM affects organizations. It also reviews the basic process that builds and maintains an EIM program, including two case studies that provide a birds-eye view of the products of the EIM program. Part 2 deals with the methods and artifacts necessary to maintain EIM and have the business manage information. Along with overviews of Information Asset concepts and the EIM process, it discusses how to initiate an EIM program and the necessary building blocks to manage the changes to managed data and content. - Organizes information modularly, so you can delve directly into the topics that you need to

understand - Based in reality with practical case studies and a focus on getting the job done, even when confronted with tight budgets, resistant stakeholders, and security and compliance issues - Includes applicatory templates, examples, and advice for executing every step of an EIM program

a description of the business: The Most Dangerous Business Book You'll Ever Read Gregory Hartley, Maryann Karinch, 2011-02-17 Hone your professional approach to a razor's edge using lessons from military and civilian intelligence The Most Dangerous Business Book You'll Ever Read brings expertise from military and civilian intelligence operations into your business life. It lays out hard-hitting interpersonal skills to raise your level of professional effectiveness and vanquish your competition. The Most Dangerous Business Book You'll Ever Read features former Army interrogator Gregory Hartley's unique system of profiling, formula for persuasion, and framework for establishing expertise quickly. Gregory makes his system concrete with case studies, tables, diagrams, and more. Question like a Polygrapher Sort Personalities like a Profiler Close a Deal like a Hostage Negotiator Interview like an Interrogator Network like a Spy Research like an Intelligence Analyst Decide like a SEAL Team-Build like Special Ops Take your career focus to the next level. Discover the skills they don't teach in business school with The Most Dangerous Business Book You'll Ever Read.

a description of the business: *Company Law* Brenda Hannigan, 2021 Employing a practical and contextual approach, this student text covers developments in the self-regulation of corporate governance, which is becoming global due to the activities of the OECD and World Bank.

a description of the business: *The \$100 Startup* Chris Guillebeau, 2012-05-08 Lead a life of adventure, meaning and purpose—and earn a good living. “Thoughtful, funny, and compulsively readable, this guide shows how ordinary people can build solid livings, with independence and purpose, on their own terms.”—Gretchen Rubin, author of the #1 New York Times bestseller *The Happiness Project* Still in his early thirties, Chris Guillebeau completed a tour of every country on earth and yet he’s never held a “real job” or earned a regular paycheck. Rather, he has a special genius for turning ideas into income, and he uses what he earns both to support his life of adventure and to give back. Chris identified 1,500 individuals who have built businesses earning \$50,000 or more from a modest investment (in many cases, \$100 or less), and focused on the 50 most intriguing case studies. In nearly all cases, people with no special skills discovered aspects of their personal passions that could be monetized, and were able to restructure their lives in ways that gave them greater freedom and fulfillment. Here, finally, distilled into one easy-to-use guide, are the most valuable lessons from those who’ve learned how to turn what they do into a gateway to self-fulfillment. It’s all about finding the intersection between your “expertise”—even if you don’t consider it such—and what other people will pay for. You don’t need an MBA, a business plan or even employees. All you need is a product or service that springs from what you love to do anyway, people willing to pay, and a way to get paid. Not content to talk in generalities, Chris tells you exactly how many dollars his group of unexpected entrepreneurs required to get their projects up and running; what these individuals did in the first weeks and months to generate significant cash; some of the key mistakes they made along the way, and the crucial insights that made the business stick. Among Chris’s key principles: If you’re good at one thing, you’re probably good at something else; never teach a man to fish—sell him the fish instead; and in the battle between planning and action, action wins. In ancient times, people who were dissatisfied with their lives dreamed of finding magic lamps, buried treasure, or streets paved with gold. Today, we know that it’s up to us to change our lives. And the best part is, if we change our own life, we can help others change theirs. This remarkable book will start you on your way.

a description of the business: *Making Sense of Business Reference* Celia Ross, 2020-07-15 This is the guide to keep at your side when serving business students, job-seekers, investors, or entrepreneurs in your library.

a description of the business: *Laws of the State of New York* New York (State),

a description of the business: *Historical and Descriptive Supplement to Economic Indicators* , 1967

a description of the business: *Write a Business Plan in No Time* Frank Fiore, 2005 Small

business owners are walked through the process of writing a business plan step-by-step using easy-to-follow to-do lists--from determining the type of plan needed to what the various pieces should be to common mistakes to avoid.

a description of the business: The Business Playbook Chris Ronzio, 2021-10-05

Entrepreneur, CEO, or business leader: no matter your title, the success of your company is a responsibility-and weight-that lies squarely on your shoulders. In the beginning, increased control was an asset that bought you peace of mind. But now, without the structure your business needs to thrive, you're overworked, overwhelmed, and unsure of the path ahead. Fortunately, everything that makes your company work can be captured and put to work for you. In *The Business Playbook*, serial entrepreneur Chris Ronzio walks you through his proven framework for building a playbook: the profile of your business, the people who work in it, the policies that guide it, and the processes that operate it. He shows you how to codify your culture and create a living document that allows you to let go of day-to-day responsibilities and empower your team to run the business without you. If you want to build a company that doesn't rely on you putting in more hours, this book will show you the way.

a description of the business: Principles of Management David S. Bright, Anastasia H. Cortes, Eva Hartmann, 2023-05-16 Black & white print. *Principles of Management* is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the *Principles of Management* course covers many management areas such as human resource management and strategic management, as well as behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters.

a description of the business: Facilities Management and the Business of Space Wes McGregor, 2007-10-25 Essential reading for building owners, facilities managers, architects and surveyors, this book will also prove useful on business management and facilities management courses, and for those studying architecture, surveying and real estate management.

a description of the business: How Will You Measure Your Life? (Harvard Business Review Classics) Clayton M. Christensen, 2017-01-17 In the spring of 2010, Harvard Business School's graduating class asked HBS professor Clay Christensen to address them—but not on how to apply his principles and thinking to their post-HBS careers. The students wanted to know how to apply his wisdom to their personal lives. He shared with them a set of guidelines that have helped him find meaning in his own life, which led to this now-classic article. Although Christensen's thinking is rooted in his deep religious faith, these are strategies anyone can use. Since 1922, Harvard Business Review has been a leading source of breakthrough ideas in management practice. The Harvard Business Review Classics series now offers you the opportunity to make these seminal pieces a part of your permanent management library. Each highly readable volume contains a groundbreaking idea that continues to shape best practices and inspire countless managers around the world.

a description of the business: Business Communication for Success Scott McLean, 2010

a description of the business: *They Ask, You Answer* Marcus Sheridan, 2019-08-06 The revolutionary guide that challenged businesses around the world to stop selling to their buyers and start answering their questions to get results; revised and updated to address new technology, trends, the continuous evolution of the digital consumer, and much more In today's digital age, the traditional sales funnel—marketing at the top, sales in the middle, customer service at the bottom—is no longer effective. To be successful, businesses must obsess over the questions, concerns, and problems their buyers have, and address them as honestly and as thoroughly as possible. Every day, buyers turn to search engines to ask billions of questions. Having the answers they need can attract thousands of potential buyers to your company—but only if your content strategy puts your answers at the top of those search results. It's a simple and powerful equation that produces growth and success: *They Ask, You Answer*. Using these principles, author Marcus

Sheridan led his struggling pool company from the bleak depths of the housing crash of 2008 to become one of the largest pool installers in the United States. Discover how his proven strategy can work for your business and master the principles of inbound and content marketing that have empowered thousands of companies to achieve exceptional growth. *They Ask, You Answer* is a straightforward guide filled with practical tactics and insights for transforming your marketing strategy. This new edition has been fully revised and updated to reflect the evolution of content marketing and the increasing demands of today's internet-savvy buyers. New chapters explore the impact of technology, conversational marketing, the essential elements every business website should possess, the rise of video, and new stories from companies that have achieved remarkable results with *They Ask, You Answer*. Upon reading this book, you will know: How to build trust with buyers through content and video. How to turn your web presence into a magnet for qualified buyers. What works and what doesn't through new case studies, featuring real-world results from companies that have embraced these principles. Why you need to think of your business as a media company, instead of relying on more traditional (and ineffective) ways of advertising and marketing. How to achieve buy-in at your company and truly embrace a culture of content and video. How to transform your current customer base into loyal brand advocates for your company. *They Ask, You Answer* is a must-have resource for companies that want a fresh approach to marketing and sales that is proven to generate more traffic, leads, and sales.

a description of the business: Business Intelligence David Loshin, 2012-11-27 *Business Intelligence: The Savvy Managers Guide, Second Edition*, discusses the objectives and practices for designing and deploying a business intelligence (BI) program. It looks at the basics of a BI program, from the value of information and the mechanics of planning for success to data model infrastructure, data preparation, data analysis, integration, knowledge discovery, and the actual use of discovered knowledge. Organized into 21 chapters, this book begins with an overview of the kind of knowledge that can be exposed and exploited through the use of BI. It then proceeds with a discussion of information use in the context of how value is created within an organization, how BI can improve the ways of doing business, and organizational preparedness for exploiting the results of a BI program. It also looks at some of the critical factors to be taken into account in the planning and execution of a successful BI program. In addition, the reader is introduced to considerations for developing the BI roadmap, the platforms for analysis such as data warehouses, and the concepts of business metadata. Other chapters focus on data preparation and data discovery, the business rules approach, and data mining techniques and predictive analytics. Finally, emerging technologies such as text analytics and sentiment analysis are considered. This book will be valuable to data management and BI professionals, including senior and middle-level managers, Chief Information Officers and Chief Data Officers, senior business executives and business staff members, database or software engineers, and business analysts. - Guides managers through developing, administering, or simply understanding business intelligence technology - Keeps pace with the changes in best practices, tools, methods and processes used to transform an organization's data into actionable knowledge - Contains a handy, quick-reference to technologies and terminology

a description of the business: How to Start a Business in Oregon Entrepreneur Press, 2003 This series covers the federal, state, and local regulations imposed on small businesses, with concise, friendly and up-to-the-minute advice on each critical step of starting your own business.

a description of the business: Business and Human Rights Florian Wettstein, 2022-03-24 The first of its kind, this comprehensive interdisciplinary textbook in business and human rights coherently incorporates ethical, legal and managerial perspectives. This path-breaking textbook will be a valuable introductory resource for students, instructors and researchers in business, public policy and law schools.

a description of the business: HBR Guide to Buying a Small Business Richard S. Ruback, Royce Yudkoff, 2017-01-17 An all-in-one guide to helping you buy and own your own business. Are you looking for an alternative to a career path at a big firm? Does founding your own start-up seem too risky? There is a radical third path open to you: You can buy a small business and run it as CEO.

Purchasing a small company offers significant financial rewards—as well as personal and professional fulfillment. Leading a firm means you can be your own boss, put your executive skills to work, fashion a company environment that meets your own needs, and profit directly from your success. But finding the right business to buy and closing the deal isn't always easy. In the HBR Guide to Buying a Small Business, Harvard Business School professors Richard Ruback and Royce Yudkoff help you: Determine if this path is right for you Raise capital for your acquisition Find and evaluate the right prospects Avoid the pitfalls that could derail your search Understand why a dull business might be the best investment Negotiate a potential deal with the seller Avoid deals that fall through at the last minute Arm yourself with the advice you need to succeed on the job, with the most trusted brand in business. Packed with how-to essentials from leading experts, the HBR Guides provide smart answers to your most pressing work challenges.

a description of the business: *Agile Development and Business Goals* Bill Holtsnider, Tom Wheeler, George Stragand, Joe Gee, 2010-07-15 Agile Development and Business Goals: The Six-Week Solution is a guide for the software development process, which can be challenging, difficult, and time-consuming. This process, called the Agile process, is unique, and it features several aspects that distinguish it from the classical methods of software development. The book offers readers information about the design, implementation, and management of the different methods of creating world-class software. The book discusses the various reasons that the development of software is a difficult process, and it addresses how software development sometimes fails and why it seldom aligns with business needs. It further examines the risk associated with software creation and the different ways to mitigate them. This book is relevant to software development managers responsible for creating quality software products, and managing software development teams. - Explains how to employ automation in your development process to improve your company's profitability - Introduces a compensation structure that incents your technical talent to deliver measurable results on a predictable basis - Provides real-world solutions - questions to ask when hiring or which build server software to consider, for example - instead of theoretical discussions

a description of the business: Colorado Business Start-up Kit , 1992

a description of the business: *Digital Television and Its Status* Paul S. Eatherson, 2006 Digital television (DTV) is a new type of broadcasting technology that will transform television as we now know it. DTV technology will allow broadcasters to offer television with movie-quality picture and CD-quality sound, along with a variety of other enhancements. DTV technology can also be used to transmit large amounts of other data into the home, which may be accessible by using one's computer or television set. DTV enables broadcasters to offer television with movie-quality picture and sound. It also offers greater multicasting and interactive capabilities. This book explores the many enhancing features, legal policies and reasons why consumers are now switching to digital television.

a description of the business: International Business Information Ruth A. Pagell, Michael Halperin, 1999 Changes in the economy required business professionals and researchers to learn about new sources of information, as well as to expand their understanding of international business subjects. The sources, language, document coding, and definitions are different -- truly foreign. International Business Information was written to help business

a description of the business: International Business Information Michael Halperin, Ruth A. Pagell, 2024-02-02 This newly updated and expanded edition of a reference bestseller is the only work available that guides business researchers and librarians to the most valuable sources for information on international business--and shows how to interpret and use that data. The authors discuss the best available resources and how to use them to find answers to a wide range of questions about international business. They also describe business practices in various regions and countries, the basics of international trade and finance, international business organizations, and relevant political departments and agencies. Many exhibits and tables are included, and the book's appendices include glossaries, checklists for evaluating sources, and sample disclosure documents.

a description of the business: Data Analysis for Business, Economics, and Policy Gábor Békés, Gábor Kézdi, 2021-05-06 A comprehensive textbook on data analysis for business, applied economics and public policy that uses case studies with real-world data.

a description of the business: Creating Business Plans (HBR 20-Minute Manager Series) Harvard Business Review, 2014-05-06 Craft winning business plans and get buy in for your ideas. A well-crafted business plan generates enthusiasm for your idea and boosts your odds of success—whether you're proposing a new initiative within your organization or starting an entirely new company. Creating Business Plans quickly walks you through the basics. You'll learn to: Present your idea clearly Develop sound financial plans Project risks—and rewards Anticipate and address your audience's concerns Don't have much time? Get up to speed fast on the most essential business skills with HBR's 20-Minute Manager series. Whether you need a crash course or a brief refresher, each book in the series is a concise, practical primer that will help you brush up on a key management topic. Advice you can quickly read and apply, for ambitious professionals and aspiring executives—from the most trusted source in business.

a description of the business: *The Fundamentals of Business Writing* Claudine L. Boros, 2012-04-10 to follow

a description of the business: FCC Record United States. Federal Communications Commission, 2015

a description of the business: Professional Selling Dawn Deeter-Schmelz, Gary Hunter, Terry Loe, Ryan Mullins, Gregory Rich, Lisa Beeler, Wyatt Schrock, 2023-01-15 Formerly published by Chicago Business Press, now published by Sage Professional Selling, 2e covers key sales concepts and strategies through the approach of highlighting detailed aspects of each step in the sales process, from lead generation to closing. Coauthored by faculty from some of most successful sales programs in higher education, this insightful text also offers unique chapters on digital sales, customer business development strategies, and role-play.

a description of the business: Product Focused Software Process Improvement Frank Bomarius, Seija Komi-Sirviö, 2003-06-30 The Third International Conference on Product Focused Software Process Improvement (PROFES 2001) continued the success of the PROFES'99 and PROFES 2000 conferences. PROFES 2001 was organized in Kaiserslautern, Germany, September 10 13, 2001. The PROFES conference has its roots in the PROFES Esprit project (<http://www.ele.vtt.fi/profes/>), but it quickly evolved into a full fledged general purpose conference in 1999 and since then it has gained wide spread international popularity. As in previous years, the main theme of PROFES 2001 was professional software process improvement (SPI) motivated by product and service quality needs. SPI is facilitated by software process assessment, software measurement, process modeling, and technology transfer and has become a practical tool for quality software engineering and management. The conference addresses both the solutions found in practice as well as relevant research results from academia. The purpose of the conference is to bring to light the most recent findings and results in the area and to stimulate discussion between the researchers, experienced professionals, and technology providers for SPI.

a description of the business: The Code of Federal Regulations of the United States of America , 2005 The Code of Federal Regulations is the codification of the general and permanent rules published in the Federal Register by the executive departments and agencies of the Federal Government.

a description of the business: The Personal MBA Josh Kaufman, 2010-12-30 Master the fundamentals, hone your business instincts, and save a fortune in tuition. The consensus is clear: MBA programs are a waste of time and money. Even the elite schools offer outdated assembly-line educations about profit-and-loss statements and PowerPoint presentations. After two years poring over sanitized case studies, students are shuffled off into middle management to find out how business really works. Josh Kaufman has made a business out of distilling the core principles of business and delivering them quickly and concisely to people at all stages of their careers. His blog has introduced hundreds of thousands of readers to the best business books and most powerful

business concepts of all time. In *The Personal MBA*, he shares the essentials of sales, marketing, negotiation, strategy, and much more. True leaders aren't made by business schools—they make themselves, seeking out the knowledge, skills, and experiences they need to succeed. Read this book and in one week you will learn the principles it takes most people a lifetime to master.

a description of the business: Strategic Utilization of Information Systems in Small Business Hunter, M. Gordon, 2015-05-31 The small business is an often underestimated asset of both the modern economy and the commercial workforce. Those employed by small businesses make up a large percentage of both the U.S. and Canadian populations, and with the internet and other technologies connecting us like never before, the opportunity is present for even the smallest company to reach a global scale. *Strategic Utilization of Information Systems in Small Business* explores the possibilities not just in expanding a business, but in assisting a business in meeting its full potential, no matter its size. Including a variety of perspectives on what it means to be a small business and how to bring that business to maturity, this book is an essential reference source for small business owners, managers, and employees, as well as students, researchers, and aspiring entrepreneurs. This publication features chapters on the different aspects of management processes, e-commerce, and e-businesses, including the characteristics of a smart entrepreneur, success vs. failure, longevity, technology adoption, the types of different information systems and how to implement them, data and decision making, theories for investigating small businesses, business strategy, and competitive advantage.

a description of the business: Federal Register , 2013

a description of the business: A Treatise on the Incorporation and Organization of Corporations Thomas Gold Frost, 1906

Additional Resources

[Descript: Edit Videos & Podcasts Like a Doc | AI Video Editor](#)

Edit your videos & podcasts just by typing. Descript's powerful AI editing tools let you make videos, podcasts, & short clips for social fast. Try it for free.

[Generate Facebook Description Using Descript's Online Underlord](#)

Descript's Facebook Description Generator helps marketers and content creators craft compelling Facebook post descriptions effortlessly. Enhance engagement and reach with AI-driven ...

[Download Descript for Free on Mac or Windows](#)

Descript is an all-in-one audio and video editing powerhouse. Edit your podcast or video as easily as a doc. Get started for free.

Download Descript on Windows | Descript

Generate video with AI. Type a prompt, get a video. Add the finishing touches in Descript.

Pricing & Plans - Descript

Get started with Descript to write, record, edit, publish podcasts & videos for free. Or pick from any of our paid plans starting at \$16 per month.

Free AI YouTube Description Generator, Chapters & Timestamps

Generate custom text for your channel using Descript's description generator for YouTube. Create or upload your video in Descript, and let AI handle chapters, titles, SEO keywords, and ...

Downloading and installing Descript

Download the Descript Installer for Mac.; Once the .zip file has been downloaded to your computer, click to unpack the file. Drag the extracted Descript application to your Applications ...

Best Podcast Description Generator Tools for 2025

Jun 4, 2025 · That's why podcast description generators have become essential time-savers in 2025. These tools don't just spit out basic summaries; they craft listener-grabbing intros that ...

Free Audio and Video Transcription Nearly Instant | Descript

AI and human transcription with industry-leading accuracy, live collaboration, search, and speaker identification. Turn speech to text for free with Descript.

Descript for Web – Descript Help

Descript for Web lets you access Descript directly from your web browser—no app download required. It supports fast project loading, quick processing for AI tools, and cloud-based ...

Descript: Edit Videos & Podcasts Like a Doc | AI Video Editor

Edit your videos & podcasts just by typing. Descript's powerful AI editing tools let you make videos, podcasts, & short clips for social fast. Try it for free.

Generate Facebook Description Using Descript's Online Underlord

Descript's Facebook Description Generator helps marketers and content creators craft compelling Facebook post descriptions effortlessly. Enhance engagement and reach with AI-driven ...

Download Descript for Free on Mac or Windows

Descript is an all-in-one audio and video editing powerhouse. Edit your podcast or video as easily as a doc. Get started for free.

Download Descript on Windows | Descript

Generate video with AI. Type a prompt, get a video. Add the finishing touches in Descript.

Pricing & Plans - Descript

Get started with Descript to write, record, edit, publish podcasts & videos for free. Or pick from any of our paid plans starting at \$16 per month.

Free AI YouTube Description Generator, Chapters & Timestamps

Generate custom text for your channel using Descript's description generator for YouTube. Create or upload your video in Descript, and let AI handle chapters, titles, SEO keywords, and ...

Downloading and installing Descript

Download the Descript Installer for Mac.; Once the .zip file has been downloaded to your computer, click to unpack the file. Drag the extracted Descript application to your Applications ...

Best Podcast Description Generator Tools for 2025

Jun 4, 2025 · That's why podcast description generators have become essential time-savers

in 2025. These tools don't just spit out basic summaries; they craft listener-grabbing intros that ...

Free Audio and Video Transcription Nearly Instant | Descript

AI and human transcription with industry-leading accuracy, live collaboration, search, and speaker identification. Turn speech to text for free with Descript.

[Descript for Web – Descript Help](#)

Descript for Web lets you access Descript directly from your web browser—no app download required. It supports fast project loading, quick processing for AI tools, and cloud-based ...

[A Description Of The Business](#)

A Description Of The Business

Related Articles

- [a c troubleshooting guide](#)
- [a general history of the pyrates](#)
- [a colorful introduction to the anatomy of the human brain](#)

[Back to Home](#)