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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.

All your complicated economic questions and theories explained by world experts. Economics is a broad topic, and your knowledge might be limited if you're not an economist by profession -- until now! The Economics Book is your jargon-free, visual guide to understanding the production and distribution of wealth. Using a combination of authoritative, clear text, and bold graphics, this encyclopedia explores and explains big questions and issues that affect us all. Everything from taxation, to recession to the housing market and much more! By following an innovative visual approach, The Economics Book demystifies and untangles complicated theories. Make sense of abstract concepts through colorful graphics, fun facts, and step-by-step flow diagrams. Satisfy Your Hunger for Knowledge Dive deeper into the history of economics with this page-turning book! From the ancient Greeks to today, you'll discover over 100 key ideas from the world's greatest theorists like Thomas Malthus, John Maynard Keynes, and Milton Friedman. Fortunately, you don't need an economics degree to gain this type of understanding. The Economics Book is your accessible guide to tons of invaluable economic knowledge and learning how the economy shapes our world! This book will be your guide through the history of economics: - Let the Trading Begin 400 BCE - 1770 CE - The Age of Reason 1770 - 1820 - Industrial and Economic Revolutions 1820 - 1929 - War and Depressions: 1929 - 1945 - Post-War Economics 1945 - 1970 - Contemporary Economics 1970 - Present The Series Simply Explained With over 7 million copies sold worldwide to date, The Economics 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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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.

"Former Civil Servant John Lamerton has run more than 60 small businesses since 2000, making millions of pounds, and thousand of mistakes along the way. This book is a collection of the lessons and successes that have led to him coaching and mentoring hundreds of small business owners, teaching them to think bigger, work less, and design their business around the lifestyle they want."--Back cover.

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.

You don't have to be a scientist to find this beginner's biology book fascinating! What is life? Why do bees dance? How do animals know their mothers? Who discovered germs? Discover the living world, how it interacts with the environment, and stand in awe of the most interesting biology facts, theories, and discoveries. The Biology Book is written in simple English making complex biological ideas accessible to everyone! Whether you're a student or lay-scientist, you'll find these pages exciting and educational because it: - Combines creative typography, graphics, and accessible text to explore the most famous and important ideas in biology and the people behind them - Includes a directory section for easy localization - Profiles more than 95 ideas and events key to the development of biology and the life sciences, with thought-provoking graphics throughout that demystify the central concepts behind each idea - Features insightful and inspiring quotes from leading biologists and scientists, such as 2020 Nobel Laureates, Emmanuelle Charpentier and Jennifer Doudna, as well as thinkers in other fields Learn everything you wanted to know about Biology Over the last few centuries, humans have been enamored by the world around us. Trace the history of scientific thought and meet the scientists who shaped the natural sciences, such as Carl Linnaeus, Jean-Baptiste Lamarck, Charles Darwin, and Gregor Mendel. From the mechanics of plants, animals, and the human body; to DNA and genetic inheritance; and the development of vaccines, explore the crucial discoveries to understand how our world works. The Biology Book uncovers over 95 key ideas in the field of biology. Step by step flowcharts, diagrams, and accessible text will help demystify complex biological processes and help you enhance your understanding. This biology book also discusses current trends such as cloning, neuroscience, human evolution, and gene editing. Whether you're new to the subject, a budding scientist, or keen to keep up with and understand current ethical and scientific debates, The Biology Book is for you. Other educational knowledge titles Love what you see here? Look out for other titles in the series such as The History Book, The Astronomy Book, and The Science Book. Specially written to help make tricky concepts simple, they're perfect for helping to mould and educate young minds.

Who wrote the first true "opera"? Where did the system of musical notation come from? How do composers construct symphonies? The Classical Music Book answers these questions and more by exploring the history of classical music in clear and easy-to-follow sections. More than 90 works by famous composers are analyzed, with explanations of their music theory and impact on society. You will also explore the fascinating stories about the lives of crucial composers and performers. Covering Thomas Tallis in the early period, baroque masters like Bach and Handel, and the classical genius of Beethoven and Wagner all the way to the modern-day composers, this comprehensive book explores the key ideas rooted in the world's greatest classical compositions and musical traditions. The importance of each composition is explained, placing them into their wider social, cultural, and historical context. With its unique approach to the subject, this the perfect classical music guide for everyone. Regardless of whether you are relatively new to the subject or if you are a classical music aficionado, there is plenty to discover on every page. 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.

Discover the rich and complex history of the peoples of Africa, and the struggles and triumphs of Black cultures and communities around the world. With profiles of key people, movements, and events, The Black History Book brings together accounts of the most significant ideas and milestones in Black history and culture. This vital and thought-provoking ebook presents a bold and accessible overview of the history of the African continent and its peoples - from the earliest human migrations to modern Black communities and the African diaspora. Powerful images and innovative infographics bring to life the stories of the early kingdoms of Ancient Egypt, Nubia, and Carthage; the powerful empires of the Medieval and Early Modern eras; and the struggle against European colonizers. Black history and culture beyond the African continent is also explored in detail - including the Atlantic Slave Trade; the quilombos (slave resistance camps) of Brazil; the Harlem Renaissance and Jazz Age; the "Windrush" migration; Civil Rights and Black feminist movements; and Black Lives Matter. Using the "Big Ideas" series' trademark combination of authoritative, accessible text and bold graphics, The Black History Book examines the achievements and struggles of Black communities across the world up to the modern day, as well as the influence of Black cultures on art, literature, and music the world over.