

The Economist Style Guide

Economics is all around us, essential to every aspect of our lives. But just how much does the average person understand about what Economics is for, how it underpins crucial decisions taken every day and how it has, and continues to, evolve? Step forward The Economist's official guide to Economics, written with the clarity and wit for which the newspaper is renowned and featuring bite-sized overviews of the most important economic ideas, concepts and terms. If you need to understand why a country's balance of payments is such a big deal, whether deflation is always a bad thing, or exactly why John Maynard Keynes or Milton Friedman were so influential, then dipping into this A-Z Guide will provide the answers. Primer, glossary, dictionary and guide, Economics offers everything you always wanted to know about Economics, but perhaps were afraid to ask.

The effectiveness of a good strategy well implemented determines a business' future success or failure. Yet history is full of strategic decisions, big and small, that were ill-conceived, poorly organized and consequently disastrous. This updated guide looks at the whole process of strategic decision-making, from vision, forecasting, and resource allocation, through to implementation and innovation. Strategy is about understanding where you are now, where you are heading and how you will get there. There is no room for timidity or confusion. Although the CEO and the board decide a company's overall direction, it is the managers at all levels of the organization who will determine how the vision can be transformed into action. In short, everyone is involved in strategy. But getting it right involves difficult choices: which customers to target, what products to offer, and the best way to keep costs low and service high. And constantly changing business conditions inevitably bring risks. Even after business strategy has been developed, a company must remain nimble and alert to change, and view strategy as an ongoing and evolving process. The message of this guide is simple: strategy matters, and getting it right is fundamental to business success.

A practical and accessible overview of the fundamentals of business finances--now in its third edition. Managers are constantly expected to make decisions that reflect a full understanding of the financial consequences. In the absence of formal training, few people are prepared for the responsibilities of dealing with management reports, budgets, and capital proposals, and find themselves embarrassed by their lack of understanding. This book is a practical guide to understanding and managing financial responsibilities. Each chapter examines actual tasks managers have to do, from "how to assemble a budget," "how to read variances on a report," to "how to construct a proposal to invest in new equipment," exploring the principles that can be applied to each task, illustrating practical ways these principles are used, and providing guidance for implementation. Guide to Financial Management will help readers understand financial jargon, financial statements, management accounts, performance measures, budgeting, costing, pricing, decision-making, and investment appraisal. This third edition has been fully revised and expanded with detailed examples from 100 leading businesses around the world.

Find yourself making faux pas with frequent malapropisms? Are you using the same banal terms, day in and day out? Have friends pointed out your overuse of platitudes or your plebeian vocabulary? Improve it and pick up a few neologisms along the way with 1,001 Words for Success, a myriad list of frequently looked-up words in BarCharts' handy three-panel format! 1,001 terms and their most common definitions, along with their part of speech, will enhance your writing, speaking, correspondence, reading comprehension, and presentations, whatever your bailiwick might be!

Guide to Organisation Design

The Economist Guide to Emerging Markets

What CFOs do, the influence they have, and why it matters

How to Understand Markets, Risk, Rewards, and Behaviour

12th Edition

The Economist Guide to Commodities 2nd edition

From back-office accountant to front-line executive, the rapid rise of the chief financial officer is unrivalled by any other corporate role. With access to every facet of the business, CFOs now wield a level of influence matched only by chief executives. This book explains how CFOs earned their privileged position, and what the future may hold for them. It describes their ever-expanding role, and how they are transforming their departments to help them deal with it. With insights from current and former CFOs, it benefits from a first-hand perspective on finance leaders' aspirations and doubts. It is a useful reference for finance chiefs to learn from peers and benchmark their own performance; those looking to build a career in corporate finance; managers seeking to improve their relationship with the finance department; and service providers - banks, accountancies and consulting firms - and anyone who wants to get on the good side of the keeper of the corporate chequebook.

Business failure is not limited to start ups. Industry Watch (published by BDO Stoy Hayward, an accounting firm) 'predicts that 17,043 businesses will fail (in the UK) in 2006, a further 4 per cent increase from 2005'. In America between 1990 and 2000, there were over 6.3 million business start-ups and over 5.7 million business shut-downs. Risk of failure can be greatly reduced through effective organizational design that encourages high performance and adaptability to changing circumstances. Organization design is a straightforward business process but curiously managers rarely talk about it and even more rarely take steps to consciously design or redesign their business for success. This new Economist guide explores the five principles of effective organization design, which are the only ones that it must be: driven by the business strategy and the operating context (not by a new IT system, a new leader wanting to make an impact, or some other non-business reason). involve holistic thinking about the organization be for the future rather than for now not to be undertaken lightly - it is resource intensive even when going well be seen as a fundamental process not a repair job. (Racing to the finish line) designed and built. They are then kept in good repair.)

This expanded twelfth edition of the bestselling guide to style is based on the Economist's own updated house style manual, and is an invaluable companion for everyone who wants to communicate with the clarity, style and precision for which the Economist is renowned. As the introduction says, 'clarity of writing usually follows clarity of thought.' The Economist Style Guide gives general advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains an exhaustive range of reference material - covering everything from accountancy ratios and stock market indices to laws of nature and science. Some of the numerous useful rules and common mistakes pointed out in the guide include: "Which inflection is the one that defines. This is the house that Jack built. But: This house, which Jack built, is now falling down. Discreet means circumspect or prudent; discrete means separate or distinct. Remember that "Questions are never indiscreet. Answers sometimes are" (Oscar Wilde). Flaunt means display, flout means disdain. If you flout this distinction you will flaunt your ignorance Forgo means do without; forego means go before. Fortuitous means accidental, not fortunate or well-timed. Times: Take care. Three times more than X is four times as much as X. Full stops: Use plenty. They keep sentences short. This helps the reader.

The story of the economists who championed the rise of free markets and fundamentally reshaped the modern world. As the post-World War II economic boom began to falter in the late 1960s, a new breed of economists gained in influence and power. Over time, their ideas curbed governments, unleashed corporations and hastened globalization. Their fundamental belief? That governments should stop trying to manage the economy. Their guiding principle? That markets would deliver steady growth and broad prosperity. But the economists' hour failed to deliver on its premise. The single-minded embrace of markets has come at the expense of economic equality, of the health of liberal democracy, and of future generations. Across the world, from both right and left, the assumptions of the once-dominant school of free-market economic thought are being challenged, as we count the costs as well as the gains of its influence. Both accessible and authoritative, exploring the impact of both ideas and individuals, Binyamin Appelbaum's The Economists' Hour provides both a reckoning with the past and a call for a different future.

Guide to Commodities

The Sense of Style

The Economist Guide to Investment Strategy (3rd Ed)

Creating high-performing and adaptable enterprises

Uncommon Knowledge

Economics: An A-Z Guide

Over a million copies soldClear writing is the key to clear thinking. So think what you want to say, then say it as simply as possible.That's the thinking that underpins this much-loved guide, and the mantra for anyone wanting to communicate with the clarity, style and precision for which The Economist is renowned. The Economist Style Guide guides the reader through the pleasures and pitfalls of English usage. It offers advice on the consistent use of punctuation, abbreviations and capital letters, identifies common errors and clich é s and contains an exhaustive range of reference material - covering everything from business ratios to mathematical symbols and common Latin phrases. It also tackles the key differences between British and American English. But this is no ordinary guide to English usage. It has a wit, verve and flair which make it much more than a simple work of reference. Here are just some examples: - anticipate does not mean expect. Jack and Jill expected to marry; if they anticipated marriage, only Jill might find herself expectant. - Take care with between. To fall between two stools, however painful, is grammatically acceptable. To fall between the cracks is to challenge the laws of physics. - critique is a noun. If you want a verb, try criticise. - use words with care. If This door is alarmed, does its hair stand on end? The Economist Style Guide is required reading for anyone who wants to communicate with style.

In clear, concise language—a model for what he advocates—William Thomson shows how to make written and oral presentations both inviting and efficient.

Over a million copies sold Clear writing is the key to clear thinking. So think what you want to say, then say it as simply as possible. That's the thinking that underpins this much-loved guide, and the mantra for anyone wanting to communicate with the clarity, style and precision for which The Economist is renowned. The Economist Style Guide guides the reader through the pleasures and pitfalls of English usage. It offers advice on the consistent use of punctuation, abbreviations and capital letters, identifies common errors and clich é s and contains an exhaustive range of reference material - covering everything from business ratios to mathematical symbols and common Latin phrases. It also tackles the key differences between British and American English. But this is no ordinary guide to English usage. It has a wit, verve and flair which make it much more than a simple work of reference. Here are just some examples: - anticipate does not mean expect. Jack and Jill expected to marry; if they anticipated marriage, only Jill might find herself expectant. - Take care with between. To fall between two stools, however painful, is grammatically acceptable. To fall between the cracks is to challenge the laws of physics. - critique is a noun. If you want a verb, try criticise. - use words with care. If This door is alarmed, does its hair stand on end? The Economist Style Guide is required reading for anyone who wants to communicate with style.

Marketing for Growth is a guide to how the marketing function within a business can and should become its most important driver of growth. Marketers play a crucial role in generating revenue and they can play an equally important role in how revenues translate into profit. Growth is also about becoming a better business by being smarter or more efficient, and growing in a sustainable way. This involves developing and improving products, processes and standard of service. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behaviour and the forces at play in markets. This increases the impact marketing should have on all those aspects of a business. The book is in three parts: the first part explores who are the most valuable customers, the second the most effective ways to drive revenue growth and the third the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence based on the experiences of a wide range of business in Britain, America, Europe and Asia. Among the firms featured are Amazon, China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara.

The Economist Style Guide

Understand and Improve the Bottom Line

How the False Prophets of Free Markets Fractured Our Society

Producers, players and prices; markets, consumers and trends

A Guide for the Young Economist

The Economist: Negotiation: An A-Z Guide

This insightful guide, which has proven hugely popular around the world in hardback, not only includes the most significant ideas that have influenced the management of business over the past century, but it also includes entries on the most influential business thinkers of the past and present. Entries on ideas include: Active Inertia; Disruptive Technology; Genchi Genbutsu (Japanese for "Go and See for Yourself"); The Halo Effect; The Long Tail; Pareto Principle ; Six Sigma; Skunkworks; SWOT analysis; Thin Slicing; Tipping Point; Triple Bottom Line.

Almost every aspect of business - and indeed human life - involves negotiating skills, whether you are striking a deal, organising a team working on a project, seeking a pay rise or a pay-off, or simply settling such important matters as who is going to do the shopping or the household chores. This witty and intelligent guide looks at the theory and practice of negotiating and provides a wealth of illuminating insights into the skills and psychology of negotiation that can make all the difference to how successful you are. Its entries cover such topics, terms and jargon as: Avoidance-avoidance model, Bagatelle, Compromise agreement, Dirty tricks, Expectations, Frontal assault, Guanxi, Hooker's principle, Interpersonal orientation, Killer questions, Listening, Mother Hubbard, Noah's Ark, Offer they must refuse, Pendulum arbitration, Quivering quill, Russian front, Salami, Tit-for-tat, Unconditional offer, Vulnerability, What if?, Yesable proposition, Zeuthen's conflict avoidance model.

Smart, savvy answers to universal questions, from the highly popular The Economist Explains and Daily Chart blogs-a treat for the knowing, the uninitiated, and the downright curious. Seriously Curious: The Facts and Figures that Turn Our World Upside Down brings together the very best explainers and charts, written and created by top journalists to help us understand such brain-bending conundrums as why Swedes overpay their taxes, why America still allows child marriage, and what the link is between avocados and crime. Subjects both topical and timeless, profound and peculiar, are explained with The Economist's trademark wit and verve. The Economist Explains and its online sister, the Daily Chart, are the two most popular blogs on The Economist's website. Together, these online giants provide answers to the kinds of questions, quirky and serious, that may be puzzling anyone interested in the world around them. Want to know why exorcisms are on the rise in France or how porn consumption changed during a false alarm missile strike warning in Hawaii? We have the answers They are sometimes surprising, often intriguing, and always enlightening.

From aluminium and platinum to zinc and gold, oil and gas to cocoa and wheat, our lives are full of products derived or made from commodities - the world's natural resources. We often take them for granted - but at our peril, given the pivotal role these resources play in what we consume and produce. Price volatility, changing patterns of global demand and geopolitical instability regularly expose how unpredictable availability of and trade in commodities can be. This revised edition offers a concise and indispensable guide to commodities, including the latest trends in consumption, production, trade, markets and prices, as well as invaluable insights into future developments. Whether as raw materials or financial assets to be traded, commodities matter. This book shows us why.

How Companies Can Value and Protect Their Best Ideas

Guide to Intellectual Property

Guide to Financial Management

Fantastic Facts That Are Stranger Than Fiction

The Aristocracy of Talent

Adventures in the Surprisingly True

Country risk explains the things that can go wrong when business is conducted across borders. It's not just multinational companies, with factories worldwide and complex operations, that need to understand sudden changes in business conditions. These can affect any small firm that may be looking to expand sales abroad or work with a foreign supplier. The 2008-09 global financial crisis and the Arab Spring showed us how quickly, and dramatically, business conditions in any country can worsen and spread. But a thorough understanding and careful management of country risk will help a company survive a crisis, and even open up new opportunities. This Guide to Country Risk explains: - What risks foreign investors face, and how to measure and manage them in a systematic way. - Why political and economic shocks are so hard to predict. - Where economies are vulnerable and how existing risk models spot (or miss) signs of impending disaster. - The typical bad habits of managers who ignore the warning signs - How and where the next crisis will emerge.

"This unique and fascinating history explains why the blame now being piled upon meritocracy for many social ills is misplaced-and that assigning responsibilities to the people best able to discharge them really is better than the time-honoured customs of corruption, patronage, nepotism and hereditary castes. Wooldridge upends many common assumptions and provides an indispensable back story to this fraught and pressing issue.' Steven Pinker 'The Aristocracy of Talent provides an important and needed corrective to contemporary critiques of meritocracy. It puts meritocracy in an illuminating historical and cross-cultural perspective that shows how crucial the judgment of people by their talents rather than their bloodlines or connections has been to creating the modern world. Highly recommended' Francis Fukuyama *Shortlisted for the 2021 Financial Times and McKinsey & Company Business Book of the Year Award* Meritocracy: the idea that people should be advanced according to their talents rather than their status at birth. For much of history this was a revolutionary thought, but by the end of the twentieth century it had become the world's ruling ideology. How did this happen, and why is meritocracy now under attack from both right and left? Adrian Wooldridge traces the history of meritocracy forged by the politicians and officials who introduced the revolutionary principle of open competition, the psychologists who devised methods for measuring natural mental abilities and the educationalists who built ladders of educational opportunity. He looks outside western cultures and shows what transformative effects it has had everywhere it has been adopted, especially once women were brought into the meritocratic system. Wooldridge also shows how meritocracy has now become corrupted and argues that the recent stalling of social mobility is the result of failure to complete the meritocratic revolution. Rather than abandoning meritocracy, he says, we should call for its renewal.

“Charming and erudite,” from the author of Rationality and Enlightenment Now, "The wit and insight and clarity he brings . . . is what makes this book such a gem.” —Time.com Why is so much writing so bad, and how can we make it better? Is the English language being corrupted by texting and social media? Do the kids today even care about good writing—and why should we care? From the author of The Better Angels of Our Nature and Enlightenment Now. In this entertaining and eminently practical book, the cognitive scientist, dictionary consultant, and New York Times–bestselling author Steven Pinker rethinks the usage guide for the twenty-first century. Using examples of great and gruesome modern prose while avoiding the scolding tone and Spartan tastes of the classic manuals, he shows how the art of writing can be a form of pleasurable mastery and a fascinating intellectual topic in its own right. The Sense of Style is for writers of all kinds, and for readers who are interested in letters and literature and are curious about the ways in which the sciences of mind can illuminate how language works at its best.

Paul Dickson's Rising to the Occasion is the ideal pocket reference for any moment when one might need to raise a glass. Organized by category, it contains sayings famous and profound, suitable and sentimental, created by the likes of Groucho Marx, Mark Twain, and Willard Scott alongside equally engaging anonymous toasts. Covering births, weddings, graduations, holidays, and many other events both major and minor, Paul Dickson also provides advice on how to give the best possible toast, and warnings about what one should never do.

Guide to Investment Strategy

The Economist Guide to Country Risk

How to Understand Markets, Risk, Rewards and Behaviour

The role of marketers in driving revenues and profits

The Economist: The Chief Financial Officer

Style Guide

The growth that companies can achieve from their operations in home and developed world markets has for many years been modest, with the real opportunities to take a business to a higher level existing in identifying and exploiting emerging market opportunities. The Economist Corporate Network has for many years now been one of the leading authorities advising firms on how to make the most of the opportunities that emerging markets present and avoid the mistakes that so many companies make with disastrous results. This book, written and edited by the Corporate Network team is in two parts: - Part one examines new approaches to business in emerging market: what you need to think about, the various risks and how to get your approach right - Part two is aimed at helping firms prioritise emerging markets by giving a review of the different markets from the BRIC countries (Brazil, Russia, India and China) to the emerging economies of Eastern Europe, Asia and Africa Using the expertise built up over the years by The Economist Corporate Network team and the experiences of the hundreds of companies they have worked with, there is no more useful guide to getting to grips with the opportunities that emerging markets offer and how to take advantage of them.

On rounding: Two times two makes four. Right? Wrong! The answer could be anywhere between two and six when dealing with rounded numbers. On percentages: If the inflation rate rises from 10% to 12%, it has risen by two percentage points, but the actual percentage increase is 20%. On probability: The probability of dealing a five-card hand containing four aces is 48/2,598,960=0.000185 or 1 in 54,145. Not something to put money on. Are you intimidated at the thought of numbers in planning, forecasting, and monitoring? Does the idea of having to interpret last quarter's results deprive you of sleep? Now, from the Group which publishes one of the world's most respected business magazines, comes a book which is a comprehensive guide to using numbers to solve problems and make decisions in a business environment. The Economist Guide to Business Numeracy brings together dozens of quantitative techniques that you can use to maximize your business performance. You'll learn how to use proportions and percentages to calculate interest and evaluate investments; probability to assess risk; summary measures to interpret and analyze data; normal distribution for modeling risk; and charts and tables to order and interpret data. The Economist Guide to Business Numeracy also offers a number of methods to maximize business decision making. You'll learn how to use sampling in collecting inputs to decisions; sample data to reach the best decisions; and decision trees, game strategy, queuing, and Markov chains to improve your business judgment and streamline project management. Every concept is illustrated with a real-life business example to emphasize the concepts presented. Written for the nonmathematical specialist in concise, nontechnical language, and replete with charts, graphs, and

tables that help explain the concepts presented, The Economist Guide to Business Numeracy is an invaluable reference for any business professional determined to maximize his or her business skills and compete in the tough business climate of the 1990s.

The 4th Edition of this benchmark book updated to help both professional and casual investor achieve their goals. Supported by numerous charts and detailed analysis, The Economist Guide to Investment Strategy outlines how to construct investment strategies appropriate for individual investors. It looks at the risks and opportunities of uncomplicated strategies and it comes with wealth-warnings for those who wish to explore more sophisticated and fashionable investment approaches. It emphasizes the importance of taking into account insights from behavioral analysis as well as the principles of traditional finance. It highlights how habitual patterns of decision-making can lead any of us into costly mistakes, and it stresses how markets are most dangerous when they appear to be most rewarding.

Extensively revised to reflect the dramatic shifts and consolidation of the financial markets, the seventh edition of this highly regarded book provides a clear and incisive guide to a complex world that even those who work in it often find hard to understand. With chapters on the markets that deal with money, foreign exchange, equities, bonds, commodities, financial futures, options and other derivatives, it looks at why these markets exist, how they work and who trades in them, and it gives a run-down of the factors that affect prices and rates. Business history is littered with disasters that occurred because people involved their firms with financial instruments they didn't properly understand. If they had had this book they might have avoided their mistakes. For anyone wishing to understand financial markets, there is no better guide.

The Economist Guide To Analysing Companies 6th edition

The Economist Numbers Guide (6th Ed)

Truly Peculiar

The Facts and Figures that Turn Our World Upside Down

The Economist Guide to Management Ideas and Gurus

Extraordinary Things That Few People Know

Our extraordinary world makes more (and sometimes less) sense when you wonder: What's driving the international turkey-meat boom? How does a cannonball determine a maritime boundary? Where can you wed your mobile phone? Why do septuagenarians have a better chance of summiting Mount Everest than ever? The ever-keen minds of The Economist Explains solve all these riddles and more in their latest encyclopaedic excursion around the globe. Baffle your friends and colleagues with unconventional headscratchers that shed surprising light on science, culture, world affairs and more. From the underground trade in hair to Hollywood's role in the creation of the snow globe, Truly Peculiar takes a walk on the weird side.

The world can be an amazing place if you know the right questions to ask: How did carrots become orange? What's stopping us from having a four-day week? How can we remove all the broken bits of satellite from orbit? If everything is so terrible, why is the global suicide rate falling? The keen minds of the Economist love to look beyond everyday appearances to find out what really makes things tick. In this latest collection of The Economist Explains, they have gathered together the juiciest fruits of their never-ending quest for answers. For an uncommonly interesting read, take a peek at some Uncommon Knowledge - and pass it on! The world only gets more amazing when discoveries are shared.

Globalisation, technology and an increasingly competitive business environment have encouraged huge changes in what is known as supply chain management, the art of sourcing components and delivering finished goods to the customer as cost effectively and efficiently as possible. Dell transformed the way people bought and were able to customise computers. Wal-Mart and Tesco have used their huge buying power and logistical skills to ensure the supply and stock management of their stores is finely honed. Manufacturers now make sure that components are where they are needed on the production line just in time for when they are needed and no longer. Such finessing of the way the supply chain works boosts the corporate bottom line and can make the difference between being a market leader or an also ran. This guide explores all the different aspects of supply chain management and gives hundreds of real life examples of what firms have achieved in the field.

In the second decade of each century, a new global order commonly starts to assert itself. In the 19th, Napoleon's defeat gave birth to the world of rivalrous European powers. In the 20th, the First World War triggered a wave of revolutions that cleared a path for the American era. Ours appears to be no different. The world is once again on the move: China extends its influence across the globe; Europe is struggling to maintain unity and the United States looks hollowed out by its own past adventures. Meanwhile Russia is up to a lot of startlingly bold new tricks. In this expanded new edition of The World in Conflict, John Andrews tackles head-on the reasons why global violence is ever-present in our lives. He analyses every single one of today's major conflicts region by region, considering the causes, contexts, participants, impacts and likely outcomes. He looks at recently-ended wars that still spawn intermittent fighting. And he considers where, why and how new conflicts might erupt. This is a must-read for our interesting times, a guide to our new world of terrorism, kompromat and cyber war, shifting powers and enduring strife. If you want to know who is fighting where, for what, and whether they can win, The World in Conflict is indispensable.

Guide to Financial Markets

The Economist Guide to Decision-Making

How Meritocracy Made the Modern World

Why They Exist and how They Work

Seriously Curious

Getting it more right than wrong

A guide to proper writing in English.

Offers general advice on writing, points out common errors and cliches, offers guidance on consistent use of punctuation, abbreviations and capital letters, and contains a range of reference material - covering topics ranging from accountancy ratios and stock market indices to laws of nature and science. [http://www.payot.ch/].

Entries include: Absurdism, Altruism, Antidiseestablishmentarianism, Atheism, Bohemianism, Bonapartism, Buddhism, Capitalism, Careerism, Chauvinism, Colonialism, Cubism, Darwinism, Defeatism, Deism, Determinism, Eclecticism, Epicureanism, Eurocentrism, Expressionism, Fanaticism, Feminism, Freeganism, Freudianism, Futurism, Germanism, Globalism, Gnosticism, Hedonism, Heightism, Historicism, Hitlerism, Humanitarianism, Idealism, Imperialism, Institutionalism, Islamism, Isolationism, Jacksonianism, Jingoism, Judaism, Keynesianism, Lancelianism, Leninism, Libertarianism, Localism, Maoism, Masculism, Mazdaism, Militarism, Modernism, Multiculturalism, Nazism, Neoconservatism, Nihilism, Nudism, Optimism, Orientalism, Paganism, Pan-Africanism, Phallocentrism, Poststructuralism, Quietism, Racism, Rastafarianism, Realism, Republicanism, Romanticism, Sikhism, Stoicism, Structuralism, Surrealism, Symbolism, Teatism, Taoism, Thatcherism, Unionism, Utilitarianism, Veganism, Vegetarianism, White Nationalism, Zionism, Zoroastrianism.

Intellectual Property (IP) is often a company's single most valuable asset. And yet IP is hard to value, widely misunderstood and frequently under-exploited. IP accounts for an estimated \$5trn of GDP in the US alone. It covers patents, trademarks, domain names, copyrights, designs and trade secrets. Unsurprisingly, companies zealously guard their own ideas and challenge the IP of others. Damages arising from infringements have fostered a sizeable claims industry. But IP law is complex, and the business, financial and legal issues around it are difficult to navigate. Court decisions and interpretation of IP laws can be unpredictable, and can dramatically change the fortunes of businesses that rely on their IP - as demonstrated in the pharmaceutical industry's battle with generic drugs. This comprehensive guide to intellectual property will help companies, investors, and creative thinkers understand the scope and nature of IP issues, pose the right questions to their advisers and maximize the value from this crucial intangible asset.

Business Strategy

The Thinking Person's Guide to Writing in the 21st Century

Rising to the Occasion

A guide to effective decision-making

The Economist Book of Isms

The Economist Guide to Business Numeracy

The Economist Numbers Guide is invaluable for everyone who has to work with numbers, which in today's commercially focused world means most managers. In addition to general advice on basic numeracy, the guide points out common errors and explains the recognized techniques for solving financial problems, analyzing information of any kind, forecasting and effective decision making. Over 100 charts, graphs, tables and feature boxes highlight key points, and great emphasis is put on the all-important aspect of how you present and communicate numerical information effectively and honestly. At the back of the book is an extensive A-Z dictionary of terms covering everything from amortization to zero-sum game. Whatever your business, whatever your management role, for anyone who needs a good head for figures The Economist Numbers Guide will help you achieve your goals.

In today's volatile, complex and fast-moving business world, it can be difficult to gauge how sound a company really is. An apparently strong balance sheet and impressive reported profits may be hiding all sorts of problems that could even spell bankruptcy. So how do you: - Know whether a company is well run and doing well? - Decide which ratios and benchmarks to use to assess performance? - Work out if a company has massaged its results? - Recognise the danger signs on the corporate horizon? - Compare companies operating in different sectors or countries? These and many other important questions are answered in a completely updated and revised sixth edition of this clear and comprehensive guide. It is aimed at anyone who wants to understand a company's annual report, judge a customer's creditworthiness, assess a company's investment potential, and much more.

We make decisions, and these decisions make us and our organisations. And in theory, decision-making should be easy: a problem is identified, the decision-makers generate solutions, and choose the optimal one - and powerful mathematical tools are available to facilitate the task. Yet if it is all so simple why do organisations, both private and public sector, keep making mistakes - the results of which are borne by shareholders, employees, taxpayers and ultimately society at large? This guide to decision making, by leading decision science academic Helga Drummond, aims to improve decision-making in organisations. It explores how and why decisions go awry in the first place - and offers practical advice on what decision-makers can do to counter the psychological, social and other forces that can undermine individual judgment and pull organisations off course. Full of examples of good and bad decision-making from around the world, it will make readers think more clearly about decisions big and small.

The world can be an amazing place if you know the right questions to ask: How much does a ghost reduce a house's value? How are winemakers responding to climate change? How much should you tip your Uber driver? Should your dog fear Easter more than fireworks? The keen minds of The Economist love to look beyond everyday appearances to find out what really makes things tick. In this latest collection of The Economist Explains, they have gathered the weirdest and most counter-intuitive answers they've found in their endless quest to explain our bizarre world. Take a peek at some Unconventional Wisdom - and pass it on! The world only gets more amazing when discoveries are shared.

The Best Toasts for Any Celebration

The Economists' Hour

The Essentials of Business Numeracy

Unconventional Wisdom

The Economist Guide To Supply Chain Management

Book of Business Quotations