

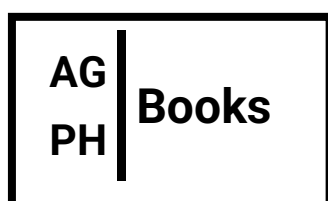
A HANDBOOK ON COMMERCE & MANAGEMENT : APPLICATIONS, CONCEPTS & TECHNOLOGIES

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2021

First Edition: 2022



ISBN: 978-81-953278-6-7

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Published by:

Academic Guru Publishing House,

B-6, Shopping Complex, Ground Floor, Hoshangabad Rd, behind Indian Oil Petrol Pump,
Vidya Nagar, Bhopal, Madhya Pradesh 462026

Website: <https://www.agphbooks.com>

About the Book

A HANDBOOK ON COMMERCE & 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.

This book is written to expose managers in practice, experts, professionals and students to the reality of applying the concepts of business management.

This book comprises of papers written by researchers on various topics from the field of management. As students begin to study management, they will explore new words and concepts. To help them learn this language, this defines each new term in the chapter in the form of papers.

No one individual can be an expert in all areas of management, so an additional benefit of this book is that specialists in a variety of areas have authored individual chapters.

Preface

Business has been around since prehistoric times. It may have begun with nothing more than barter trade, if the history books are to be believed, but it has since morphed into something far more complex, and none of that would have been possible without technology. The major industries of the world would collapse, if the existence and use of information technology were to be snatched suddenly from businesses.

Technology has made it possible for businesses to have a wider reach in the world. The best example of this is the internet and the World Wide Web. The internet is now a crucial part of any businesses' marketing campaign, as it enables the business to attract customers world-wide.

The concept of this book are well arranged to cater for learners, researchers and managers in practice such that it's adequately elucidate the core element of business management as may be applicable to our different spheres of discipline .

This edited book is a contribution of different authors to increase learners access to high-quality learning materials, maintaining the highest standards of academic rigor at little to no cost.

(ISBN: 978-81-953278-6-7)