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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.

Politics affects us all and the same questions reverberate across history. Who should rule? Is property theft? What's mightier - the bullet or the ballot? Discover 80 of the world's greatest thinkers and their political big ideas that continue to shape our lives today. Humankind has always asked profound questions about how we can best govern ourselves and how rulers should behave. The Politics Book charts the development of long-running themes, such as attitudes to democracy and violence, developed by thinkers from Confucius in ancient China to Mahatma Gandhi in 20th-century India. Justice goes hand in hand with politics, and in this comprehensive guide, you can explore the championing of people's rights from the Magna Carta to Thomas Jefferson's Bill of Rights and Malcolm X's call to arms. Ideologies inevitably clash and The Politics Book takes you through the big ideas such as capitalism, communism, and fascism exploring their beginnings and social contexts in step-by-step diagrams and illustrations, with clear explanations that cut through the jargon. Filled with thought-provoking quotes from great thinkers such as Nietzsche, Karl Marx, and Mao Zedong, The Politics Book is a thought-provoking and unmissable read for both students and everyone interested in how the world of government and power works. 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.

Enter the world of myths and legends with this unforgettable compendium that spans the centuries and crosses the continents to share the greatest stories of all time. Sit back and enjoy more than 80 classic myths retold for the modern reader with engaging text and eye-catching graphics. Part of the Big Ideas series, The Mythology Book introduces the great and the good, from the gods of ancient Greece to the stories of the Cherokee People of North America. Going beyond the ancient worlds, this book brings to life influential tales of Aboriginal Australians and the Aztecs, each packed with compelling characters, plot twists and turns, and incredible insight into human existence. Discover the lessons behind every story and get to the heart of cultures far and wide through the inspiring narratives that capture the way communities work together to make sense of the world around them. This is essential reading for everyone who delights in stories of imagination, action, and adventure, taking new generations back in time to love and learn from the stories of the past.

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.

"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.

"All the world's a stage", William Shakespeare wrote. "And all the men and women merely players." Sit back as the curtain goes up on the dramas, sonnets, and life of one of the greatest writers in the English language. Shakespeare wrote or contributed to more than 40 plays, ranging from romantic comedies to the profound tragedy King Lear, as well as 154 sonnets. The Shakespeare Book has visual plot summaries of each one, with diagrams to show the intricate web of relationships in plays such as A Midsummer's Night Dream. Commentaries explain Shakespeare's sources and set each drama in context, revealing, for instance, how the warring Protestants and Catholics of his day are mirrored in Romeo and Juliet's Montagues and Capulets. Written in plain English and packed with graphics and illustrations, The Shakespeare Book illumines the Bard's world - his marriage, businesses, and friends - and explains how his works became an enduring phenomenon. Whether you need a guide through complex plots and unfamiliar language, or you're looking for a fresh perspective on his well-loved plays and sonnets, this indispensable guide will help you fully appreciate Shakespeare, the man, and the writer. Reviews: "Generous helpings of illustrations, time lines, plot diagrams, and character guides ensure that even readers in their 'salad days' will enjoy every dish at the Shakespearean feast." - Booklist "Enlightening" - YA Book Central "In this latest addition to the series, the Bard comes alive for young aficionados." - School Library Journal "Countless volumes have been written about William Shakespeare and his work, but here is a single volume that has organized his plays (and some of his sonnets) in exactly what the subtitle says: 'Big Ideas Simply Explained...a must-have.'" - VOYA magazine

Learn about how we organize our society in The Sociology Book. Part of the fascinating Big Ideas series, this book tackles tricky topics and themes in a simple and easy to follow format. Learn about Sociology in this overview guide to the subject, great for beginners looking to learn and experts wishing to refresh their knowledge alike! The Sociology Book brings a fresh and vibrant take on the topic through eye-catching graphics and diagrams to immerse yourself in. This captivating book will broaden your understanding of Sociology, with: - More than 80 ideas from the world's most renowned sociologists - Packed with facts, charts, timelines and graphs to help explain core concepts - A visual approach to big subjects with striking illustrations and graphics throughout - Easy to follow text makes topics accessible for people at any level of understanding The Sociology Book is the perfect introduction to a range of societal issues, ranging from government and gender identity to inequalities and globalization, aimed at adults with an interest in the subject and students wanting to gain more of an overview. Here you'll find biographies of key sociologists and social activists that give a historical context to each idea. Your Sociology Questions, Simply Explained This book explores the similar issues that affect us all, 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. If you thought it was difficult to learn about social theory, The Sociology Book presents key information in a clear layout. Learn about issues of equality, diversity, identity, and human rights; the role of institutions; and the rise of urban living in modern society, with fantastic mind maps and step-by-step summaries. The Big Ideas Series With millions of copies sold worldwide, The Sociology Book is part of the award-winning Big Ideas series from DK. The series uses striking graphics along with engaging writing, making big topics easy to understand.

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.

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