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ngultrums, ouguiyas, and
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learn the fundamental truths

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transaction and achieve the
best possible deals How to
develop the "dream team"
that will help you build
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strategies millionaire
investors use to track their
net worth, understand their
finances, build their
network, lead generate for
properties and acquire them
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about discovering the
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bottlenecks that stand
between supply and demand in
our culture go away and
everything becomes available
to everyone? "The Long Tail"
is a powerful new force in
our economy: the rise of the
niche. As the cost of
reaching consumers drops
dramatically, our markets
are shifting from a one-size-
fits-all model of mass
appeal to one of unlimited
variety for unique tastes.
From supermarket shelves to
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ability to offer vast choice
is changing everything, and
causing us to rethink where
our markets lie and how to
get to them. Unlimited
selection is revealing
truths about what consumers
want and how they want to
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virtue of online
marketplaces; it is an
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one that is just beginning
to show its power. After a
century of obsessing over
the few products at the head
of the demand curve, the new
economics of distribution

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allow us to turn our focus
to the many more products in
the tail, which collectively
can create a new market as
big as the one we already
know. The Long Tail is
really about the economics
of abundance. New
efficiencies in
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and marketing are
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cover management accounting, and
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potential and valuation; and investigates their implications for larger decision-making and policy recommendations. It will be an important resource for scholars, teachers and students of business and management, commerce, finance, and accounting. It will also appeal to corporate trainers, senior executives and consultants in related fields.

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studies than book-keeping, and it is often difficult to connect it with what may have been previously learned in manual book-keeping. In this book Dr Marshall resolves this problem with the same skill and insight that made his book on manual book-keeping, Mastering Book-keeping, so useful to readers over the years. Deliberately constructing a clear and continuous bridge between the methods so that the student never loses sight of the double entry concept, he presents the material in a way that makes computerised book-keeping clear and easy to understand.

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can be easy if it's explained well, and Mastering Book-keeping does just that. Now in its updated 8th edition, this popular book has helped thousands of people to get to grips with book-keeping. It explains the principles and practice of book-keeping sequentially, and includes: - The daybooks and ledger accounts - End of year accounting - Sole proprietorships, limited companies, partnerships and not-for-profit

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and a plethora of
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understanding. The 12th
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practitioners through
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and building a results-
based monitoring and
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conditional logic in
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