

50 Best Business Ideas From The Past 50 Years - Ian Wallis

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50 Best Business Ideas takes a look back at the business world over the past 50 years. Revealing the ideas and innovations that have changed how we do business. From the humble post-it note that we still use and love today, to the revolutionary fax machine that changed business for the better and formed the beginnings of the speedier, fast moving business world as we know it today. 50 Best Business Ideas takes a look at the ideas, inventions and innovative practices that made an impact in the business world. Selected by a panel of top business leaders, entrepreneurs, journalists and inventors, this book is the definitive history of the ideas and inventions that shaped the business world over the past 50 years. Inspiring profiles include: The mobile phone Flexitime Hot-desking Tetrapak cartons Product Placement The ergonomic office chair Microwave ovens Overnight couriers The BlackBerry Profiling how the inspirational concept came about, its development, the hurdles it faced, to its ultimate impact the innovative idea had on the business and consumer world at the time plus where it sits today in the business arena and its future in the ever changing and developing landscape of business. Where would we be without email? How did a different approach to copywriting shape business and the advertising industry? when did we all start sitting comfortably in ergonomic office chairs? and how did celebrity endorsement become THE essential selling tool? Discover the journey of the business world from the past 50 years and its fascinating development through the best 50 innovative ideas that became the fabric of business today. Author: Wallis, Ian Publisher: Crimson Publishing Illustration: N Language: ENG Title: 50 Best Business Ideas from the past 50 years Pages: 00256 (Encrypted EPUB) On Sale: 2011-11-04 SKU-13/ISBN: 9781780590929 Category: Business & Economics : Corporate & Business History - Genera Category: Business & Economics : Development - Business Development

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