# н н EURIA: MANAGEMENT

### THE McGRAW-HIIX EXECUTIVE MBA SERIES

ROBERT J. CALVIN

New York San Francisco Washington, D.C. Auckland Bogota Caracas Lisbon London Madrid Mexico City Milan Montreal New Delhi San Juan Singapore Sydney Tokyo Toronto

## **GONTENT**

Introduction: The Proven Formula for Success 1

PART ONE

#### FINANCE AND CONTROL 35

- Chapter 1 Writing a Business Plan or a Strategic Plan 37
- Chapter 2 Proper Financing 61
- Chapter 3 Financial Controls 93

PART TWO

#### MARKETING AND SALES 35

Chapter 4	Differentiation, Target Marketing, and Target Customers 109
Chapter 5	A Cost-Efficient, Effective Sales Organization and Marketing Approach 135
Chapter 6	Inexpensively Creating a Demand for Products and Services 177
Chapter 7	Proper Pricing 217

#### PART THREE

#### **BUSINESS DEVELOPMENT** 237

Chapter 8	Buying an Existing Business 239
Chapter 9	Developing and Introducing New Products and
	Services 263

Index 287