



The World of Business: From Valuable Brands and Games Directors Play to Bail-Outs and Bad Boys (The Economist)

The Economist

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Full of fascinating facts and figures, this book is a highly entertaining look at all aspects of business, including:

- The biggest firms
- The biggest bankruptcies
- Business blunders
- Bad boys
- Leading management thinkers
- Past business giants
- Inventors and inventions
- Famous patents

A great many questions, including the following, are answered:

- How many billion spam e-mails are sent each day?
- Who said, "Business is a combination of war and sport"?
- Which are the world's most valuable brands?
- When and what was the Mississippi Bubble?
- Which company "exists to benefit and refresh everyone it touches"?
- How much do the best-paid hedge fund managers earn?

The editors of *The Economist* have culled these facts and figures to inform and to amuse anyone interested in the changing world of business.

This is an ideal gift for anyone interested in the business world.

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