
Car Rental Business Plan

Car Rental Business Plan

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Business Plan For A Car Rental Company

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gather. The main purpose of a business plan is to aid YOU in running YOUR business. So the workbook has been designed for you to write the information in and refer back to as needed. If you need to supply your Business Plan to another party, such as a bank if you're looking for finance, then it's simple to type up the various sections for a professional document. Running your own business is both a challenging and daunting prospect. With a well-thought-out business plan in place (anticipating the challenges you'll face AND the solutions) it will be much less daunting and much more exciting. Good luck! Molly

Car Rental Agency Business Plan

BizPlanDB

This is a complete business plan for a Car Rental Agency. Each of our plans follows a 7 chapter format: Chapter 1 - Executive Summary - This part of the business plan provides an introduction for the business, showcases how much money is sought for the company, and acts as a guideline for reading the rest of the business plan. Chapter 2 - Financing Summary - The second section of the business plan showcases how you intend to use the financing for your business, how much of the business is owned by the Owners, who sits on the board of directors, and how the business could be sold in the future. Chapter 3 - Products and Services - This section of the business plan showcases the products/services that you are selling coupled with other aspects of your business operations. Chapter 4 - Market Analysis - This is one of the most important sections of your business plan. Each of our plans includes complete industry research specific to the

business, an economic analysis regarding the general economy, a customer profile, and a competitive analysis. Chapter 5 - Marketing Plan - Your marketing plan will showcase to potential investors or banks how you intend to properly attract customers to your business. We provide an in depth analysis of how you can use your marketing plan in order to drive sales. Chapter 6 - Personnel Summary - Here, we showcase the organizational structure of your business coupled with the headcount and salaries of your employees. Chapter 7 - Financial Plan - This is the most important part of your business plan. Here, we provide a three year profit and loss statement, cash flow analysis, balance sheet, sensitivity analysis, breakeven analysis, and business ratios.

Business Plan For Car Rental Service

This business book is different. Unlike every other book you'll read with titles like "How To Craft The Perfect Business Plan in 89 Incredibly Simple Steps", this book is different. It's a simple "How To" guide for creating a Business Plan that's right for you and your business and also an easy to follow workbook. The workbook will guide you through the process you need to follow. It tells you the questions that you need to consider, the numbers you need (and how to get them), and supporting documents you need to gather. The main purpose of a business plan is to aid YOU in running YOUR business. So the workbook has been designed for you to write the information in and refer back to as needed. If you need to supply your Business Plan to another party, such as a bank if you're looking for finance, then it's simple to type up the various sections for a professional document. Running your own

business is both a challenging and daunting prospect. With a well-thought-out business plan in place (anticipating the challenges you'll face AND the solutions) it will be much less daunting and much more exciting. Good luck! Molly

Socio-Economic Effects and Recovery Efforts for the Rental Industry: Post-COVID-19 Strategies

Post-COVID-19 Strategies *IGI Global*

The COVID-19 pandemic caused a disruption for many industries at its emergence, including the rental industry. The rental industry consists of more than just car rentals. It also includes Airbnb, house rentals, cruises, and other means of transport. This industry, which relies on tourism, was negatively affected by the travel restrictions that were put in place due to the pandemic. As such, it had to quickly adapt and grow to abide by the rules of the "new normal" in order to survive both during the pandemic, as well as implement new models and strategies that would help it to regain its success post-COVID-19. *Socio-Economic Effects and Recovery Efforts for the Rental Industry: Post-COVID-19 Strategies* is a critical reference book that discusses the effects of the COVID-19 pandemic on the rental industry and the ways in which the rental industry adapted under the new global restrictions affecting tourism. This book covers recovery efforts for the rental industry, analyzes global cases of the effects and adaptations the rental industry has undergone, and discusses the sociological aspects of the pandemic. While highlighting topics such as e-commerce, financial leasing, second home tourism, and sharing economies, this book is essential for executives, business

owners, managers, rental agencies, ridesharing companies, academicians, researchers, and students interested in the current state of the rental industry and how it plans to overcome the challenges caused by the pandemic.

San Francisco International Airport Master Plan, Final Environmental Impact Report

Business Plans For Canadians for Dummies *John Wiley & Sons*

The only book dedicated to helping Canadians write winning business plans, newly revised and updated Packed with everything you need to get your business moving in the right direction—whether you're part of a large corporation or a one-person show—Business For Canadians For Dummies, Second Edition is the ultimate guide to building a better, more productive, and more profitable business. Accessible and comprehensive, the book walks you through every milestone in business planning, including creating a right-on mission statement; pinpointing the needs of your customers; scoping out the competition; simplifying all the financial stuff; staying on top of trends, and fostering a winning atmosphere for your staff. Fully revised and updated, this new edition offers information anyone starting a business in Canada needs to know. Author and small-business expert Nada Wagner presents invaluable resources to help you write a plan, examines how government policies affect business, and looks at business trends unique to Canada. With inspiring—and cautionary—anecdotes about Canadian businesses, Business Plans For Canadians For Dummies is a fun

and informative read for any entrepreneur. Newly revised edition of the only book that helps Canadians write better business plans, loaded with all-new content Covers the key milestones in business planning at every stage Filled with anecdotes about real businesses to bring the concepts described vividly to life Includes a brand new sample business plan, complete with financial documents An invaluable resource for entrepreneurs and business owners across the country, Business Plans For Canadians For Dummies, Second Edition is the definitive book on building a business plan, and creating a better business.

Startup 500 Business Ideas

Business Strategies and 500 Business How to Start *Nestfame Creations Pvt. Ltd.*

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Adventure Travel Agency Business Plan *BizPlanDB*

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Business Plans Kit For Dummies *John Wiley & Sons*

Discover the ins and outs of constructing a winning business plan When you're establishing, expanding, or re-energizing a business, the best place to start is with your business plan. Whether you want start-up money from investors or are looking to expand or

re-energize your business, a business plan will give you a defined road map to help you get your business moving. Business Plans Kit For Dummies, 4th Edition has been updated to give you the very latest information on today's current economy and its impact on business plans; dealing with venture capitalists; getting start-up money in any economy; incorporating social and ecological responsibility issues; and developing a plan conducive to marketplace changes and advancements. Refreshed examples and data sources for planning Updated "ten top plans" section CD includes new forms, worksheets, and resources If you're a small business owner, investor, or entrepreneur looking for expert guidance and friendly tips on developing and implementing a strategic plan to help your business succeed in any economy, Business Plans Kit For Dummies has you covered! Note: CD-ROM/DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

Back of the Napkin

A Start-Up's Legal Path from Idea to Enterprise *Archway Publishing*

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Start Your Own Car Rental Business with Just One Car *CreateSpace*

Breaking down The Car Rental Business from A to Z, this book offers step by step guide for beginners on how to set up a successful Car Rental business starting with just one car. This business is easy to start, can be run from home, don't require any employees, need little cash outlay, can be run part-time, and can produce millions of dollars a year. Readers learn everything they need to jump into this lucrative field, creating an entirely new business that gives them added income or replaces their current salary entirely.

How to Create a Successful Business Plan

For Entrepreneurs, Scientists, Managers and Students *World Scientific*

How can all the nuts and bolts of a business be analyzed effectively in one comprehensive model and translated into a business plan? At various points in the life of a business, entrepreneurs will need to take stock of their ideas and plans and reformulate them in business and financial terms. *How to Create a Successful Business Plan* is about dynamic planning for businesses and provides a structured approach to business planning that focuses on the main components of the business model, while addressing key issues often raised by investors and potential business partners. It gives the company order and structure and helps managers optimize team integration and resources. The book provides a framework in which professionals from a broad range of backgrounds can work together on a successful business plan. Readers will find that the business model is discussed in depth, yet in accessible and easily understood terms. Contents: An Introduction to the Business Plan: What is a Business Plan? The Goals of the Business Plan Process Planning the Business: Gathering Information and Analyzing the Business Environment Planning The Written Business Plan: Writing the Business Plan Confidentiality and Disclosure Getting the Most Out of Your Business Plan: Promoting Your Business Plan Readership: Undergraduate and graduate business and management students; independent entrepreneurs; executives (in high-tech firms or in the more established industries); investors (such as angels or venture capitalists); and other potential business partners and service providers.

Home-Based Business Ideas and Opportunities

A Step-By-Step Tips to Start Up A Successful Home-Based Business *Lulu Press, Inc*

Today, tens of thousands of people are considering starting their own business, and for good reasons. On average, people can expect to have two and three careers during their work life. Those leaving one career often think about their second or third career move being one they can run out of their own home. The good news: Starting a home-based business is within the reach of almost anyone who wants to take a risk and work hard, as are a plethora of other low-cost ideas. But don't let any of that hold you back. With the right guidance and some serious preparation, you can be part of the booming home-based economy. Here are some business ideas you can put into motion right now.

Next Generation SOA

A Concise Introduction to Service Technology & Service-orientation *Pearson Education*

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Success Is Easy

Shameless, No-nonsense Strategies to Win in Business *Entrepreneur Press*

Stop Dreaming. Start Doing. "Success Is Easy is a practical, powerful and inspiring book for anyone who is ready to shift to a new level of fulfillment and mastery in business. Debbie Allen has written an important and insightful guide containing many treasures of advice and wisdom to help you create the success you deserve." DR. BARBARA DE ANGELIS • NEW YORK TIMES BESTSELLING AUTHOR AND TRANSFORMATIONAL TEACHER "If you are ready for more success and achievement in your life, Success Is Easy is a MUST read! This book will become your go-to guide for years because it's full of golden nuggets of how-to strategies that really work." T. HARV EKER • NEW YORK TIMES BESTSELLING AUTHOR OF SECRETS OF THE MILLIONAIRE MIND "I

know Debbie and LOVE her books! She's a street-smart genius! Dreams do come true and success really can become easy when you take the right action. Start now by reading this powerful new book!" DR. JOE VITALE • AUTHOR OF ATTRACT MONEY NOW AND ZERO LIMITS Every small business starts with a spark, an idea, a vision. But as doubt, fear, and real-world roadblocks get in the way, that reach-for-the-stars idea seems far-fetched. Motivational speaker, entrepreneur, and success expert Debbie Allen is here to prove that your dream is not nearly as far as you think. With actionable strategies and unapologetic advice, *Success Is Easy* is your ultimate guide to taking the leap, overcoming obstacles, and earning success on your own terms. You'll learn how to: Take the right risks and earn big rewards Escape the "Flip-Flop Zone" and make quality decisions Craft your personal action plan for success Tell which opportunities will help you or hurt you Harness your confidence to become a shameless self-promoter Stop self-sabotage and limiting beliefs in their tracks Speak your mind and stick to it Transform failures into progress Conquer procrastination and make things happen Get out of your own way and take the first step towards turning your dream into a reality with this book.

Plunkett's Airline, Hotel & Travel Industry Almanac 2007

Airline, Hotel & Travel Industry Market Research, Statistics, Trends & Leading Companies *Plunkett Research, Ltd.*

The travel industry has been through exceptional upheaval and change. Plunkett's Airline, Hotel & Travel Industry Almanac will be

your complete guide to this fascinating industry. After reeling from the effects of the September 11, 2001 tragedies, the travel business is now emerging as a more streamlined, efficient and focused industry. Many of the biggest, most successful firms are becoming extremely global in nature. Meanwhile, most airlines are struggling to return to profitability, while low-cost providers Southwest Airlines and JetBlue continue to set the standard for air travel. Deregulation is opening up huge travel markets in India and China. On the hotel side, massive management firms, development companies and real estate investment trusts are gaining in scale and influence. The booking of travel online is perhaps the most successful niche of all of the world's e-commerce efforts. Consumers use the Internet to become better informed and to seek bargains. Online sites like Travelocity, Priceline and Orbitz steer millions of consumers toward specific airlines and hotels in a manner that lowers prices and improves satisfaction among consumers. The exciting new reference book (which includes a fully-featured database on CD-ROM) will give you access to the complete scope of the travel industry, including: Analysis of major trends; Market research; Statistics and historical tables; Airlines; Hotel operators; Entertainment destinations such as resorts and theme parks; Tour operators; The largest travel agencies; E-commerce firms; Cruise lines; Casino hotels; Car rental; and much, much more. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. This book also includes statistical tables, a travel industry glossary, industry contacts and

thorough indexes. The corporate profile section of the book includes our proprietary, in-depth profiles of over 300 leading companies in all facets of the travel industry. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

Blueprint for Your Library Marketing Plan

A Guide to Help You Survive and Thrive *American Library Association*

In these challenging times, libraries face fierce competition for customers and funding. Creating and implementing a marketing plan can help libraries make a compelling case and address both issues—attracting funding and customers by focusing on specific needs. But where and how do you start?

Railway Age

Plunkett's Automobile Industry Almanac 2007 *Plunkett Research, Ltd.*

Provides information on the truck and specialty vehicles business, including: automotive industry trends and market research; mergers, acquisitions, globalization; automobile manufacturers; truck makers; makers of specialty vehicles such as RVs; automobile loans, insurance and other financial services; dealerships; and, components manufacturers.

Plunkett's Automobile Industry Almanac 2008

The Only Comprehensive Guide to Automotive Companies and Trends *Plunkett Research, Ltd.*

The automobile industry is evolving rapidly on a worldwide basis. Manufacturers are merging, component design and manufacture are now frequently outsourced instead of being created in-house, brands are changing and the giant auto makers are expanding deeper into providing financial services to car buyers. The skyrocketing price of gas spurs developments in hybrid technology and clean diesel, as manufacturers look for ways to improve fuel efficiency. Meanwhile, all of the biggest, most successful firms have become totally global in nature. Plunkett's Automobile Industry Almanac will be your complete guide to this immense, fascinating industry. On the car dealership side, giant, nationwide holding companies have acquired the best dealers in major markets. Even the used car business is being taken over by national chains. E-commerce is having profound effects on the car industry. Consumers use the Internet to become better informed before making a purchase. Online sites like Autobytel steer millions of car buyers toward specific dealers while the same sites deliver competing bids for cars, insurance and financing in a manner that lowers costs and improves satisfaction among consumers. Meanwhile, auto makers are using the latest in e-commerce methods to manage their supply chains and replenish their inventories. This exciting new book (which includes a database on CD-ROM) is a complete reference tool for everything you need to know about the car, truck and specialty vehicles business, including: Automotive industry trends and

market research; Mergers, acquisitions, globalization; Automobile manufacturers; Truck makers; Makers of specialty vehicles such as RVs; Automobile loans, insurance and other financial services; Dealerships; Components manufacturers; Retail auto parts stores; E-commerce ; and much, much more. You'll find a complete overview, industry analysis and market research report in one superb, value-priced package. This book also includes statistical tables, an automobile industry glossary, industry contacts and thorough indexes. The corporate profile section of the book includes our proprietary, in-depth profiles of the 400 leading companies in all facets of the automobile industry. Purchasers may also receive a free copy of the company profiles database on CD-ROM.

Game-Changing Strategies

How to Create New Market Space in Established Industries by Breaking the Rules *John Wiley & Sons*

Game-Changing Strategies explains the reasons behind this puzzle and presents practical ideas on how established firms could not only discover new radical business models but also grow them next to their existing business models. The challenge for established firms is not the discovery of a new business model?the real challenge is how to make two business models coexist. This book offers advice on how established firms can implement structures and processes that make the new business model less conflicting and more palatable to the existing business.

Plunkett's Automobile Industry Almanac 2009

The Only Comprehensive Guide to Automotive Companies and Trends *Plunkett Research, Ltd.*

Franklin, Jack, Marla, Thadius, and Caitlin... this unlikely group of assorted misfits are the Cemeterians, a group that will take on any job - no, really, we mean any bloody job (money's a bit tight right now)! Trudge through disgusting sewers to battle manatee-massacring mermaids and soggy cultists, creep through creepy, fog-littered cemeteries straight out of an ancient Hammer Film soundstage, confront undead lecherous lodgers and other assorted beasties, creepies, and ghoulies. It all comes down to whether an adolescent giant Automaton, a truly mad, Mad Scientist, a surly Necromancer, a Banshee's granddaughter, and a reluctant furry monster straight from under your little sister's bed can manage not to kill each other - or, at least, quit fighting over the tele-privilege-schedule long enough to get the job done! Not likely.

The Business Plan Guide for Independent Consultants *Wiley*

At last, a complete business plan guide just for independentconsultants! . . . And who better to write it than North America's#1 bestselling author on consulting? Unlike most general business plan books that focus on raisingcapital and applying for loans, this unique do-it-yourself guideconcentrates on defining services and products. Written by HermanHoltz, the nation's leading expert on making it as an independentconsultant, it tells you everything you need to know

to develop a realistic, workable business plan that prepares you for any contingency and helps guide your day-to-day decision making as your business flourishes and grows. Numerous illustrations and worksheets guide your every step and save you the drudgery of starting from scratch. This book covers all business planning topics of crucial concern to consultants, including: * Defining your products or services * Market research and sales strategies * Rate structures and income projections * Worksheets to help you create objectives and set goals * Sample business plan Includes the Author's Disk to help you prepare your business plan, from defining your services and target market to estimating start-up costs, setting rates and consulting fees, and projecting income. Boilerplate contracts and letters of agreement are also provided.

Entrepreneurship & How to Establish Your Own Business
Juta and Company Ltd

A new business rarely runs smoothly, and indeed the failure rate of new enterprises is so high that many would-be entrepreneurs prefer not to take the risk. *Entrepreneurship and How to Establish Your Own Business* gives you practical guidelines on how to develop your business ideas and establish your own successful enterprise.

Road To A Million *Ethan Duran*

This book contains the secrets of how Entrepreneur, Ethan Duran became a millionaire by leaving the Real Estate industry and venturing off to Exotic Car Rentals. While diving into his success story Ethan will share the profound lessons that made him the

Business Shark he is today.

Detailing for Fun and Profit *Trafford Publishing*

There are literally millions of cars, trucks, and sport utility vehicles that travel the streets every day. Add to that the thousands of boats, recreational vehicles, motorcycles, jet skis, and snowmobiles owned by individuals. Besides privately owned vehicles, millions of vehicles are owned by corporations, car rental agencies, truck leasing agencies, small businesses, utilities, and governmental agencies. Each of these forms of transportation, whether privately owned, business owned, or government owned, represent a substantial investment. All forms of transportation are subject to the effects of weathering by the sun, rain, heat, cold, and chemicals. *Detailing for Fun and Profit* describes what paint is, how it is effected by heat, sun and chemicals, and how you can restore the interior and exterior of your car, truck, boat, or recreational vehicle to that "like new" condition. It offers step by step procedures for the complete detailing process. It will tell you what materials and equipment will be needed. If you are interested in starting a detailing business, *Detailing for Fun and Profit* will help you set up a business plan, identify potential markets, and develop a marketing plan. Whether you are just curious about detailing, would like to detail your personal vehicles, or are interested in starting a detailing business, *Detailing for Fun and Profit* is the right book for you.

Plunkett's Airline, Hotel & Travel Industry Almanac 2008

The Only Comprehensive Guide To Travel And Hospitality Companies And Trends *Plunkett Research, Ltd.*

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in one superb, value-priced package. It contains thousands of contacts for business and industry leaders, industry associations, Internet sites and other resources. This book also includes statistical tables, a travel industry glossary, industry contacts and thorough indexes. The corporate profile section of the book includes our proprietary, in-depth profiles of over 300 leading companies in all facets of the travel industry. Purchasers of either the book or PDF version can receive a free copy of the company profiles database on CD-ROM, enabling key word search and export of key information, addresses, phone numbers and executive names with titles for every company profiled.

The Marketing Strategy & Planning Workbook for the Successful Business

A Business Tool for the 21st Century *James Taylor*

Federal Role in Tourism

Hearing Before the Subcommittee on Business, Trade, and Tourism of the Committee on Commerce, Science, and Transportation, United States Senate, Ninety-seventh Congress, First Session, on Federal Role in Tourism, May 4, 1981

The Decline and Fall of the U.S. Economy

How Liberals and Conservatives Both Got it Wrong *ABC-CLIO*

This highly original book puts the crash of 2008 into a broad perspective by digging deeply into the misguided theories behind the policies that allowed it to happen. * Numerous charts and graphs * Case studies of various economic upheavals * A bibliography

Decisions and Orders of the National Labor Relations Board

The Actor's Business Plan

A Career Guide for the Acting Life *Bloomsbury Publishing*

The Actor's Business Plan is a self-directed practical guide for actors graduating from formal training programs, as well as for those already in the business whose careers need to move ahead more successfully. Using the familiar language of acting training, the book offers a method for the achievement of dreams through a five-year life and career plan giving positive steps to develop a happy life as an actor and as a person. It assists performers to flourish using the same kind of business/career planning that is a necessary part of life for entrepreneurs and business people. This introduction to the acting industry provides essential knowledge not only for how the business actually works, but also describes what casting directors, agents, and managers do, demystifies the role of unions, discusses how much things cost, and offers advice on branding and marketing strategies. It differs from other such handbooks in that it addresses the everyday issues of life, money, and jobs that so frequently destroy an actor's career before it is even begun. While addressing NYC and LA, the guide

also gives a regional breakdown for those actors who may wish to begin careers or to settle in other cities. It is loaded with personal stories, and interviews with actors, casting directors, and agents from throughout the US. The Actor's Business Plan is the answer to the common complaint by students that they were not taught how to negotiate the show business world while at school. It is the perfect antidote for this problem and can easily fit into a ten or a thirteen-week class syllabus. Offering support as a personal career coach, empowering the actor to take concrete steps towards their life and career dreams, The Actor's Business Plan: A Career Guide for the Acting Life is a must-have book for actors who are determined to be a part of the professional world .

Marketing Plans for Service Businesses

A Complete Guide *Elsevier*

At the top of a company, sales do not matter, profits do not matter, even return on investment is a secondary concern. What matters is share price and what drives share price is the creation of shareholder value. Many marketing directors, obsessed with branding and other promotional tactics, miss this fundamental truth of modern business and so destroy the wealth of their company's ultimate owners. By failing to consider and manage the business risk associated with their strategies, they deliver returns below the cost of capital and neglect the firm's raison d'être. The board needs a way of holding these marketers to account. Marketing Due Diligence is a new process, which has emerged from years of research at Cranfield, one of Europe's leading business schools. It blends proven ideas from strategic

and financial management with new concepts about organisational effectiveness to create a process that directly connects marketing strategy to shareholder value. CEOs and CFOs cannot afford to operate without Marketing Due Diligence. Bad marketing directors cannot afford to work with it.

Case Studies on the Regulatory Challenges Raised by Innovation and the Regulatory Responses *OECD Publishing*

The pace and scope of innovation are challenging the way governments regulate. Existing regulatory frameworks might not be agile enough to accommodate the fast pace of technological development and, as a consequence, rules might become outdated.

The Next Level

What Insiders Know about Executive Success *Davies-Black Publishing*

Shows new executives how to succeed in their most difficult career transition...

The ... Information Please Business Almanac & Desk Reference

Dead and Ganache *Kensington Cozies*

On a trip to the culinary paradise of France's Brittany region, Hayden Mundy Moore is all set to reunite with her chocolate-making mentor. The lovable old man is the head of a long-established business that's about to merge with one of its cacao

competitors—united by a marriage between the two rival families. That is, until he's murdered during a nighttime festival in the picturesque locale . . . Was it a case of literal corporate backstabbing? Is there some connection to the Paris film crew that's invaded the victim's chateau to shoot a music video? It could take forever to find out, considering the relaxed pace of the rural police. But with the unexpected arrival of her financial advisor, Travis, Hayden is determined to investigate, with only occasional breaks for salted butter caramels and Breton buckwheat galettes. It's time to unwrap a killer—and get to the deep, dark center of a bitter crime . . . "Chocoholics and food cozy fans rejoice! With prose as smooth and delicious as its theme, this quality debut cozy introduces a smart protagonist with an unusual and tasty profession." —Library Journal (starred) on Criminal Confections

Großer Lernwortschatz Wirtschaftsenglisch

10 000 Wörter zu 80 Themen / PDF-Download *Hueber Verlag*
 Voraussetzungen: Solides Basiswissen. Zielgruppe: Kaufmännische Schulen, Wirtschaftsstudenten, Fachübersetzer; erwachsene Lerner und Berufstätige, die sich englische Wirtschaftsterminologie aneignen möchten. Lernziel: Wiederholung von Grundbegriffen aus dem Wirtschaftsbereich und gleichzeitig systematischer Aufbau einer englischen Fachterminologie. Aufbau und Inhalt: Über 10.000 Wörter und Wortverbindungen in Beispielsätzen erläutert und jeweils ins Deutsche übersetzt. 16 Kapitel mit 80 wirtschaftbezogenen Themen wie Firma, Dienstleistungen, Finanzen, Werbung, Import

/ Export, Korrespondenz, Computer. - Der Wortschatz wird im Zusammenhang gelernt: Wortfelder und verwandte Begriffe sind unter leicht nachschlagbaren Schlüsselwörtern aufgeführt. - Hohe Aktualität durch Berücksichtigung u. a. von Web-Terminologie und E-Mail-Korrespondenz. - Wiederkehrende Rubrik FAQ (Frequently Asked Questions) mit Informationen zu sprachlichen und wirtschaftsbezogenen Fragen. - Hinweise auf Amerikanisches

Englisch. - Anhang mit Musterbriefen und Faxen sowie einer Liste von wirtschaftlichen Abkürzungen. - Alphabetisches Register der englischen Wörter. Auch lieferbar für die Sprachen: Englisch (978-3-19-009493-6) Französisch (978-3-19-019493-3) Italienisch (978-3-19-039493-7) Portugiesisch (978-3-19-006380-2) und Spanisch (978-3-19-029493-0).