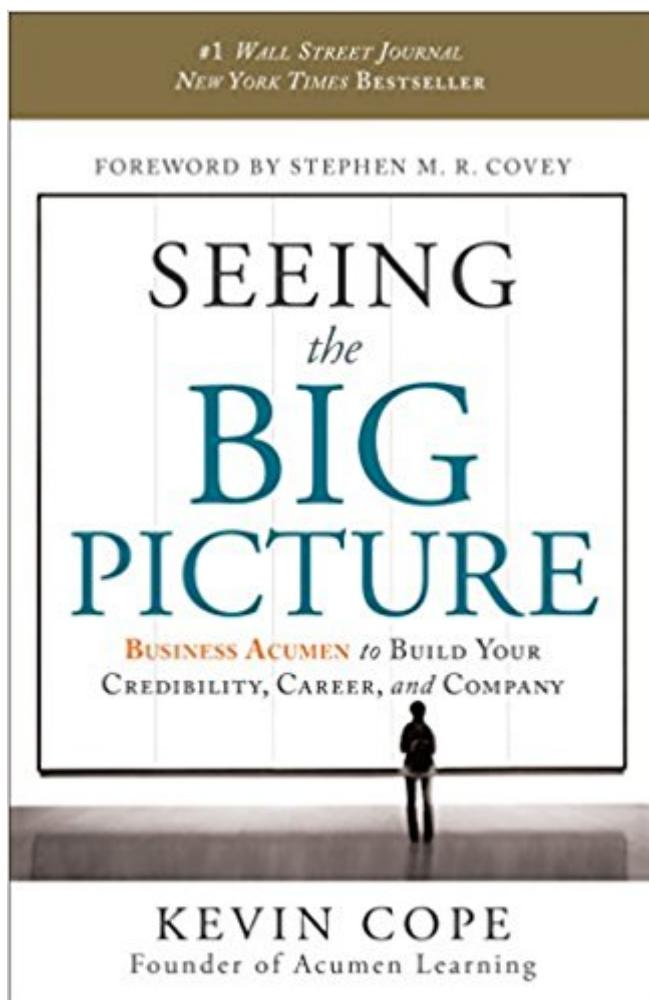


The book was found

Seeing The Big Picture: Business Acumen To Build Your Credibility, Career, And Company



Synopsis

The most successful business leaders are savvy businesspeople first and experts in their field second. An MBA in under 180 pages, Seeing the Big Picture simplifies the complexities of businesses large and small and shows you how a deep understanding of your company can help build the credibility and career you want. And it can make your work more fulfilling and purpose-driven by highlighting how you influence the success of your team, department, or organization. All companies are driven to success or failure by the same five simple drivers: cash, profit, assets, growth, and people. Kevin Cope will help you appreciate how your day-to-day decisions can balance these drivers and contribute to the big picture of your organization's success. You'll discover the acumen you need to bring real value and passion to your work. Whether you're on the manufacturing floor or sitting in the corner office, you can learn how to follow the drivers through to measurable results—conquering your fear of numbers. Using Kevin's simple explanations of the most important metrics presented in the income statement, the balance sheet, and the statement of cash flows, you'll be able to quickly review financial reports for signs of success or impending doom. Convincingly communicate your ideas to leaders, improve your team's performance, even launch a successful business of your own. No matter your goal, give yourself the foundational knowledge every businessperson needs, and discover new strategies for proving your value.

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Customer Reviews

Kevin Cope is not only a successful executive, he is also a trusted resource and confidant to top business leaders from around the world. For over 25 years, Kevin has promoted the idea that the brightest minds in business see the big picture without losing sight of the details, thrive despite uncertainties and complexities, and consistently make game-changing decisions that deliver results. In short, Kevin has promoted the idea that business acumen is an essential characteristic of a business leader. In 2002, Kevin Cope founded Acumen Learning, a boutique training company that has introduced their 5 Drivers business model to sixteen of the FORTUNE 50, helping them develop employees that drive and are driven by the business. Kevin is a sought after keynote speaker and author of *Seeing the Big Picture*, which has been praised by business leaders as a smart, insightful, and straightforward approach to understanding the business of business.

I hate math. I hate company financial discussions. But I like this book. It is as if Cope is in my head, answering my unspoken questions. Just when he explains something containing a financial term I've forgotten, he inserts a simple definition of that very term. I love the practical story of Autin's Cycle Shop, too. It is told in stages, with each stage inserted into the text to illustrate the point Cope is making at the moment. Oh yes, it is written in layman's language, or I wouldn't have ever bothered reading it. This book is a must-have reference book for your desk--an illuminating and confidence-building cheat sheet for all of us non-financial folks.

Kevin Cope's book is clearly structured, insightful and accessible for anybody who'd like to develop their business acumen even without a financial background. Although the objective of the book is to help you understand how your company works, it's also a perfect book for whoever wants to think and speak like their customer. A perfect book for salespeople willing to develop their financial acumen.

Received in good order

Mr. Cope's book was one of the top business books I've ever read. His informative and direct writing style was easy to understand, yet increased my overall business acumen drastically. As a young professional, the concepts I've taken away from this read will help me gain credibility and a new level of business savvy with the executives in my company. This book gave me the knowledge and confidence to speak up in business meetings.....even when the top company executives are present. Just like the book cover states, I feel like I've gotten an MBA education over the weekend!

If you are serious about understanding the bigger picture in an attempt to excel in your career.....this is a must read. Easy to follow. Grab a highlighter and get reading. Explains at a high level, but provides enough detail if you want to spend some time diving deeper.

A book for beginners who want to understand the 5 key drivers of a company. He uses one example throughout the book that evolves as the book progresses. A very good book

Good read on the larger scale decisions that need to be made in a business - generic enough information to apply to any business

This easy read is an excellent way to introduce new managers to the basic concepts of business acumen. I've purchased about two dozen copies so far.

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