



So Why Do I Care? Management, Marketing, and Innovation Insights for a Changing World

By Tom Coughlan

Lulu.com, United States, 2006. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.There is a lot happening in today's business world and it is easy to get overwhelmed by the sheer volume of information. The question that we often find ourselves asking is So Why Do I Care? But is this a subject worthy of a book? Tom Coughlan, graduate business instructor, serial entrepreneur, and doctoral student often finds himself pondering these questions. They bothered him so much he started a blog to explore them. Tom Coughlan's blog (is about Tom's observations of modern Business Innovation, Management, Value, Message Development, Branding, and any other odd topic that might have struck Tom's blogging soul. This book is a collection of writings from Tom's blog.

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