

## The McGraw Hill 36 Hour Course Finance For Non Financial Managers 3 E McGraw Hill 36 Hour Courses

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The McGraw-Hill 36-Hour Accounting Course has been the gold standard for anyone looking for a fast, no-nonsense primer in all the fundamentals of financial, managerial, and tax accounting concepts. Now thoroughly revised and updated, the fourth edition features new coverage of the technological developments in the field, the recent sweeping tax ...

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With chapter-ending quizzes and an online final exam, The McGraw-Hill 36-Hour Course: Finance for Nonfinancial Managers serves as a virtual professor, providing the curriculum you need to crunch the numbers like a pro!

The book that has made accounting accessible to tens of thousands of managers--in just 36 hours of self-paced study--is back in a new edition that guides readers over the altered business terrain of the '90s. Features an array of learning enhancements, including a study plan, self-tests, a 100-question final exam, and more. 12 illustrations.

Learn the Secrets Behind World-Class Product Development In a world overloaded with new products and services, making a single offering stand out is a Herculean task. Or is it? Market leaders are developing innovative processes that all but guarantee the success of their new products--and now their secrets are available to you. The McGraw-Hill 36-Hour Course: Product Development gives you the critical edge in a product-saturated world. Presenting the most current marketing tools and best practices, it provides proven methods behind successful product development, along with case studies from the most creative companies of our time--Apple, Google, Cisco, Toyota, Pixar, and many others. In less than a week, you'll be an expert on: Creating a value proposition that motivates a customer to buy your new product Protecting intellectual property to sustain a competitive advantage Creating a budget and securing the capital you need Managing the design, fabrication, integration, and delivery processes Master the essentials of product development Maximize your study time Measure your progress with chapter tests and a free online exam Earn a Certificate of Achievement online Designed as an easy, self-paced "course" complete with chapter-ending quizzes and an online final exam, The McGraw-Hill 36-Hour Course: Product Development puts you on the fast track to making your dream product a success.

A crash course on the most dynamic marketing platform today! Online marketing has evolved far beyond flashy websites and banner ads shouting at customers about your product. It's about using an array of Internet tools to build credibility and visibility, spread your message, and form meaningful customer relationships. The McGraw-Hill 36-Hour Course: Online Marketing puts you on the fast track to harnessing the power of the Web for your marketing goals. It begins with planning and building a website and then provides in-depth coverage of essential online marketing tools and techniques, such as: Content marketing and blogging Social media marketing Web analytics Search Engine Optimization (SEO ) E-mail marketing Online Public Relations Earn a Certificate of Achievement Through A Free Online Examination! The McGraw-Hill 36 Hour Course: Online Marketing spells it all out in easy-to-understand terms and actionable steps. You're already on your way to Web marketing mastery!

Quickly get up-to-speed in all basic accounting principles and procedures and apply that knowledge to real-world financial decisions and requests The McGraw-Hill 36-Hour Accounting Course has been the gold standard for anyone looking for a fast, no-nonsense primer in all the fundamentals of financial, managerial, and tax accounting concepts. Now thoroughly revised and updated, the fourth edition features new coverage of the technological developments in the field, the recent sweeping tax reforms, and the latest Financial Accounting Standards Board pronouncements. The McGraw-Hill 36-Hour Accounting Course offers such up-to-date coverage as: Complete analysis of the current trends in computer hardware and accounting software Coverage of current tax issues, such as the revision of tax rate structure, new deductions and credits for higher education costs, and taxation of Social Security benefits New test

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problems throughout to help you gauge your progress, as well as a final exam that can earn you a Certificate of Achievement Complete with a doable study plan, The McGraw-Hill 36-Hour Accounting Course is your fast track to easily mastering the essentials of accounting in the shortest time possible.

Take a crash course in one of today's most important business skills--organizational development! Change comes fast, and the most successful organizations are prepared to handle it before impact; they act, not react. How are they able to do this? With a solid grounding in organizational development. The McGraw-Hill 36-Hour Course: Organizational Development is a skill-building guide to one of the most important functions in business today. In no time, you'll be able to recognize patterns of organizational behavior that are detrimental to your organization, and you'll have the skills to envision and drive the type of change your company needs. Concise, engaging, and filled with quizzes to help you reinforce lessons learned, this crash course offers the knowledge you need to: Address problems with your company's culture Hire the best people for your needs Set goals and move your team to action Motivate your people to envision change Institute meaningful change in how your company functions Change can be your company's best friend. You just have to manage it with skill. The McGraw-Hill 36-Hour Course: Organizational Development puts you on the fast track to face today's, not yesterday's, challenges.

Take a crash course in boosting operational efficiency! Whether a business manufactures trucks, delivers packages, or sells coffee, it lives and breathes on its operations. Without exception. Ensuring smooth, efficient processes is a challenging task--but the rewards are immense. The McGraw-Hill 36-Hour Course: Operations Management puts you on the fast track to bolstering and managing the effectiveness of your organization's operations. Complete with exercises, self-tests, and an online final exam, this virtual immersion course in operations management teaches you how to: Evaluate and measure existing systems' performance Use quality management tools like Six Sigma and Lean Production Design new, improved processes Define, plan, and control costs of projects Take this in-depth course on operations management and put your vision into action. This is the only book on the syllabus. Class begins now!

Schedule and coordinate projects seamlessly, start to finish! In today's ultracompetitive world of business, those in charge want results on time and on budget--and they're turning to project managers to deliver. Skilled project managers are in high demand, and the profession is growing at an unprecedented rate. The McGraw-Hill 36-Hour Course: Project Management, Second Edition, combines expert insight, advice based on realworld experience, and the latest developments into a single, concise package. In the span of 36 hours, you'll learn how to: Plan, launch, manage, and close projects Build the best team for each project Shape and drive a project using effective leadership Manage quality, costs, time, and risk Deploy the latest project management technologies Complete with chapter-ending self-tests and a comprehensive online final exam, The McGraw-Hill 36-Hour Course: Project Management, Second Edition, provides the guidance you need to manage any project under any conditions.

Use your next three-day weekend to develop valuable Lean Six Sigma skills With the integration of Lean and Six Sigma, businesses have a potent tool in the never-ending drive to deliver top-quality service and products. But you don't need to be a Black Belt to build quality and efficiency into all areas of your operation; you just need The McGraw-Hill 36-Hour Course: Lean Six Sigma. Sheila Shaffie and Shahbaz Shahbazi, leading Six Sigma experts and trainers, put you on the fast track to Lean Six Sigma expertise. Featuring a detailed overview of Lean and Six Sigma methodologies and case studies that demonstrate how to incorporate these principles, this guide will teach you how to: Deliver consistent customer service Reduce operational cost and risk Build and sustain a culture of continuous improvement Complete with exercises, self-tests, and an online final exam, The McGraw-Hill 36-Hour Course:

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Lean Six Sigma lets you energize your organization with the power of today's biggest breakthrough in business process improvement.

A complete curriculum for profiting in today's tough market! Opportunities abound in the real estate market. In order to find the best investments, though, you need to understand the changes brought on by the turbulence of recent years. Bringing you completely up to date on today's market, The McGraw-Hill 36-Hour Course: Real Estate Investing offers a fast-paced but thorough and well-rounded education on profiting in real estate. Revealing secrets previously reserved for industry insiders, veteran Jack Cummings offers the knowledge you need to get moving right away. This three-day "crash course" provides checklists and proven insider tips on how to: spot the hot properties of tomorrow calculate potential profits before investing increase property values make offers and counteroffers find the best sources of financing Get tips and advice from a true industry insider and start building your fortune now with The McGraw-Hill 36-Hour Course: Real Estate Investing.

Take a crash course in boosting operational efficiency! Whether a business manufactures trucks, delivers packages, or sells coffee, it lives and breathes on its operations. Without exception. Ensuring smooth, efficient processes is a challenging task--but the rewards are immense. The McGraw-Hill 36-Hour Course: Operations Management puts you on the fast track to bolstering and managing the effectiveness of your organization's operations. Complete with exercises, self-tests, and an online final exam, this virtual immersion course in operations management teaches you how to: Evaluate and measure existing systems' performance Use quality management tools like Six Sigma and Lean Production Design new, improved processes Define, plan, and control costs of projects Take this in-depth course on operations management and put your vision into action. This is the only book on the syllabus. Class begins now!

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