

# **BUSINESS DEVELOPMENT SKILLS**

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## P R E F A C E

Though the times we are passing and in the decades ahead, we find and can well predict a great upheaval of changes taking place in scientific, technological, socio – economic and political spheres in society. These changed in turn are fast altering our thinking and manner of dealing with various things. They have also made a deep impact on the power of society in general and more particularly on industry and industry and business environments.

Knowing all about your business services and products is essential, knowing everything about your competition will provide you with the leverage you need to surpass them, any respectful business develop will conduct the necessary competitive analysis needed to identify the company current position, and what competitive advantage the company have over them, therefore business developers must be able to collect the data they need in order to prepare an accurate analysis.

In addition to all of the above mentioned skills, exceptional Business Development Managers are always hungry for knowledge; they like to stay up to date with the latest economic matter in the industry. This book is an honest attempt to spread information in the light of Business development Skills. The book is divided in to five units. This book is designed to cover all aspects of Business Development Skills. It will be a user friendly book for the students, academicians, Business People and common men. The arrangement of the chapter makes the reading easy and simple. At the end, we sincerely request our readers to give their feedback for further improvement and make the endeavor purposeful.

 A. Menaka Devi



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