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François-Xavier Chenevat

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Leadership, CRM, Generation Y, Audit ... Die Welt der Wirtschaft und in den Büros ist voller Begrifflichkeiten, die Fragen aufwerfen. Was verbirgt sich dahinter? Und macht das alles überhaupt Sinn? Alles andere als bierernste Definitionen liefert das kleine illustrierte Wirtschaftslexikon von Francois-Xavier Chenevat.

Vergessen Sie trockene und dicke Fachbücher der BWL und VWL: Das Büroleben in seiner ganzen Absurdität finden Sie hier erklärt - mit Texten und dazu passenden Comics.

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