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THE MULTIDISCIPLINARY PERVASIVE FACE OF BUSINESS MANAGEMENT

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Dr. Firoz Husain
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The Multidisciplinary Pervasive Face of Business Management

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PREFACE

The Multidisciplinary Pervasive Face of the company Management talks about many aspects that have to do with running a business.

Business management is a big and always-changing field that covers a lot of diverse areas, such economics, finance, marketing, operations, psychology, and sociology. In today's fast-paced global economy, managers have to do more than just make strategic decisions and lead. It also has to run the firm every day and come up with new ideas. Businesses need to operate in a way that is broad and interconnected because they are always facing new chances and issues.

The book talks about the numerous parts/advice on how to run a business in a world that is continually changing. It illustrates that managers need to know a lot about a lot of various things to solve hard problems. To help the firm do well, a good manager needs to know how to use a range of tools, frameworks, and methodologies. You may do this by making the supply chain better, coming up with strong marketing plans, managing people, or keeping an eye on what's happening in the market.

This book combines theory with real-life events to help readers completely understand all the different components of running a business. In a business environment that is getting more and more competitive, it also underlines how crucial it is to be adaptable, always learn new things, and be able to come up with new ideas.

The purpose of this book is to give future managers the tools and information they need to succeed in a world that is continually changing and connected. With this information, they will be better equipped to lead teams, make sensible choices, and help any firm develop in the long run.

Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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Dr. Rizwana Atiq, Dr. Firoz Husain, Dr. Priyanka Bajpai

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A Study of Sale and Marketing Strategy of Byju's: The Great Contribution of Byju's

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Abstract

BYJU'S, one of the most valuable edtech startups in the world, facilitated online education in K-12 as well as competitive exams. The Government of India has recently banned BYJU'S in addition to forty-two other companies. Founded in 2011 by Byju Raveendran, Byju's has become a widely known brand in India and also in several other countries. By adding tech to the mix, they were also able to make millions of students around the world fall in love with learning. This study looks at how BYJU'S sells and markets India's largest EdTech company. BYJU'S has grown very quickly since launch. The study also discusses what BYJU'S has brought to the education segment. Accessibility, learning outcomes, and innovations in education are mentioned in this regard.

The study gives detailed insight into the marketing strategies of BYJU'S. It analyses the ways in which BYJU'S uses digital marketing, influencers, tie-ups, and more. The analysis also looks at how technology is changing education and how BYJU'S is leveraging this opportunity. Thus, this report was all about BYJU'S. The current study's findings highlight the success of BYJU'S in