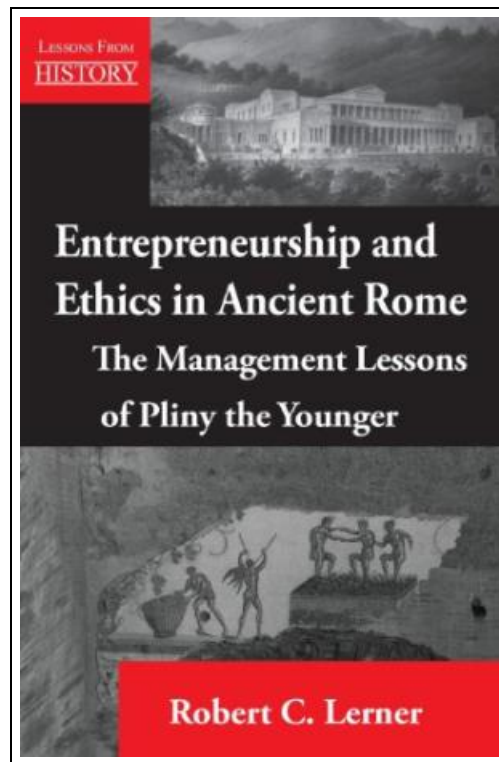


## Entrepreneurship and Ethics in Ancient Rome: The Management Lessons of Pliny the Younger (Paperback)



Filesize: 1.14 MB

### **Reviews**

*The very best publication i at any time study. It really is basic but shocks inside the fifty percent of the ebook. It is extremely difficult to leave it before concluding, once you begin to read the book.*

*(Marlin Swift)*

## ENTREPRENEURSHIP AND ETHICS IN ANCIENT ROME: THE MANAGEMENT LESSONS OF PLINY THE YOUNGER (PAPERBACK)

[DOWNLOAD PDF](#)

To read **Entrepreneurship and Ethics in Ancient Rome: The Management Lessons of Pliny the Younger (Paperback)** eBook, remember to refer to the web link beneath and download the file or gain access to additional information which might be relevant to ENTREPRENEURSHIP AND ETHICS IN ANCIENT ROME: THE MANAGEMENT LESSONS OF PLINY THE YOUNGER (PAPERBACK) book.

Multi-Media Publications Inc, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.It was fall and the late summer rains had produced an overly-abundant grape harvest. Such a large harvest was driving down grape prices but, since volumes were up, the grape producers would probably do well in the end. But what about the middlemen? Sophisticated growers were selling their grapes many months in advance into the futures market. With a decrease in prices at harvest time, grape brokers who bought grape futures at premium prices early in the summer would be selling at a tremendous loss. The largest grape growers faced a dilemma: maximize profits and hold the brokers to their contracts, forcing many into bankruptcy and causing longer-term disruption in the futures market; or renegotiate supply contracts to ease the financial burden on the brokers, ensuring a stable marketplace and building customer loyalty. What may surprise you is that while this challenging scenario may be found today in Bordeaux, Tuscany, or California, the example discussed in this book is older - 1,900 years older - from the ancient Roman Empire. Business practices were quite sophisticated at the time, and many of our modern problems were confronted then - and resolved - without the aid of modern technologies. Pliny the Younger was a wealthy Roman politician, ascending to the heights of the Roman hierarchy. His surviving writings show that he was a very astute financial manager and a canny businessman. This book analyzes his writings to reveal how he overcame a number of significant business challenges, much like those faced in business today. The book addresses Pliny's approaches to maintaining customer loyalty, sales channel management, motivating people, conflict resolution, resolving ethical dilemmas, and more. The author of this book, former head of a...

[Read Entrepreneurship and Ethics in Ancient Rome: The Management Lessons of Pliny the Younger \(Paperback\) Online](#)[Download PDF Entrepreneurship and Ethics in Ancient Rome: The Management Lessons of Pliny the Younger \(Paperback\)](#)

## Relevant Books



**[PDF] Fifty Years Hence, or What May Be in 1943**

Click the link beneath to get "Fifty Years Hence, or What May Be in 1943" file.

[Download PDF »](#)



**[PDF] Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.**

Click the link beneath to get "Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America." file.

[Download PDF »](#)



**[PDF] From Kristallnacht to Israel: A Holocaust Survivor s Journey**

Click the link beneath to get "From Kristallnacht to Israel: A Holocaust Survivor s Journey" file.

[Download PDF »](#)



**[PDF] The Official eBay Guide: To Buying, Selling and Collecting Just About Everything**

Click the link beneath to get "The Official eBay Guide: To Buying, Selling and Collecting Just About Everything" file.

[Download PDF »](#)



**[PDF] Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America**

Click the link beneath to get "Hitler's Exiles: Personal Stories of the Flight from Nazi Germany to America" file.

[Download PDF »](#)



**[PDF] Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback**

Click the link beneath to get "Your Pregnancy for the Father to Be Everything You Need to Know about Pregnancy Childbirth and Getting Ready for Your New Baby by Judith Schuler and Glade B Curtis 2003 Paperback" file.

[Download PDF »](#)