

## Le parole inglesi del management incontrate in aula

Leader

Leadership

Manager

Management

Public speaking

Layout

Lobby

Business plan

Marketing

Franchising

Mindfulness

Short termism

Stakeholder

Shareholder

Business to Business

Business to Consumer

Trend watching

Brand

Make or buy

Premium price

Market leader

Cool hunting

Cut price

Multi-buy

Knowledge management

Learning organization

Organization

Mission

Trend

Unique sell proposition

Performance

Vision

Turnaround

Check up

Learning by doing