The Business “MindFrame”

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The Business “MindFrame”

“The General Truth of Business”

Redefining Business Management Knowledge

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SCPG Publishing Corporation

Published by
SCPG Publishing Corporation
401 Broadway, Ste. 1000
New York, NY, 10013
USA

The Business “MindFrame”

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ISBN-13: 978-1-938368-09-7

Printed and bound in the People's Republic of China by C&C Joint Printing Co. (Shanghai), Ltd.

Preface

About this book

Through this book, the authors aim at redefining the business management knowledge with the holistic and integrative system approach. From this book, you are about to find out the answers of the long-standing problems that have been distressing people in academy and business world. By reading this book, you can acquire mastery of business principle and mindset that could lead you to a new horizon in the business management domain. This book is named Business “*MindFrame*” because the authors strongly believe that business is a holistic and integrative system with regular track and trail no matter how unpredictable it seems to be. In the complex and dynamic business world, business practitioners must possess a holistic and systematic “*MindFrame*” in order to effectively identify the problems encountered, managing the day-to-day activities, making rational strategic decisions and most important of all, reading the future with minimum uncertainty, rather than just using emotional, intuitive and subjective approach.

Above all purposes for writing the book, this book carries the vision of the authors, which is, to hope that the PVC approach can be widely adopted so that its aggregate effect can lead to the better optimization of resources utilization in the entire economy.

Abstract

Over the past 200 years, a profound load of business management theories, concepts, notions, techniques and tools have been developed. However, many problems in business in practice still persist. Many evidences show that the majority of enterprises are still reactive (instead of proactive) to the environmental changes, myopia in strategic planning, inconsistent in managing and bias in analyzing. Those are obviously the handicaps in the treacherously dynamic business environment. On the other

hand, the under-performance of MBA graduates somehow reveals that there might be a need to renovate and supplement the current education system in management. Those problems will be well defined and addressed in this book through introducing a new approach in thinking and effective methods that can readily help resolve these problems. Unlike the pure Ivory Tower publications, our principles, systems, methods and tools are developed based upon not only academic theories, but also the practical experiences through being practiced and testified in numerous business cases in reality. Furthermore, our principles and systems are designed to be readily applicable to business in practice.

Business in its nature is a holistic and indivisible piece of matter, and it is also a complex, volatile and conceptual matter as well. The former set of characteristics hinders the business practitioners from managing and making decisions effectively while the latter one hinders the students from acquiring the mastery of its overall rationale. Imagine that, without a holistic and integrative framework and engineering mindset, the tasks of business planning and implementation might end up like constructing a cross-sea bridge without an overall blueprint and engineering concepts and practices. Unfortunately, there is by far no such a single framework that provides a holistic view systematically and visually that enables people to concisely capture the essence of business.

Conceptualization is deemed to be one of the crucial abilities in strategic planning and decision making for senior executive level and usually becomes a bottleneck for many middle managers to move up along their career ladder. One of the challenges of conceptualizing business lies in the complexity and vagueness of the relationship among numerous business elements. For removing this difficulty to a considerable extent, we take the systematic approach to provide the framework that holistically captures the panorama of business environment and logically integrates the essential business elements in seamless manner, from financial status and performance to management functions to strategy to market environment to macro environment. Essentially, our system serves as a frame of mind in the field of business, called *Business “MindFrame”*, in which people can be aided in better modeling business contexts, reasoning the business decisions out, and charting the effective courses of actions rationally. Practically, the PVC-BQ system, as the tool of business “*MindFrame*”, offers a promising approach to address the very issues of the business strategic management in

learning and practice.

Target Audience of the book

- Entrepreneurs and CEO in all streams of business
- Business Owners and start-ups owners
- Executives and administrators in business development and management positions (in particular, the middle managerial executives who hit a bottleneck of moving up along their career ladder)
- Professionals by trade
- Policy makers in government agencies
- Executives and administrators in government agencies
- Researchers in business administration and management field
- Professors, lecturers and students in business administration, management, economic, finance, marketing, operational research, market research etc.

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