

TABLE OF CONTENTS

Chapter 1 – Business Management

Advertising and Business Marketing	10
Balance (Life) – All Things in Proportion	12
Burnout	14
Business Forecasting	16
Business Image and Reputation	18
Change	21
Communication	23
Computers	25
Concentration and Positive Attitude	28
Conduct	30
Creative Tension and Personal/Position Power	32
Creativity/Innovation	35
Crisis Management	37
Delegation	39
Goal Setting	42
Groups and Associations	46
Image	48
Leadership	51
Legal	56
Listening and Learning	58
Management's Role	60
Marketing vs. Selling	62
Mistakes	64
Motivation	66
"No" – The Most Difficult Word	69
Peer Pressure	71
Planning and Organizing	73
Positive Attitude	75
Problem Solving	77
Procrastination	80
Reading	83

Schools of Management Thought	85
Self-Confidence	87
Stress	90
Success and/or Mortality Rate	94
Teamwork	96
Theories-Your Attitude Toward Your Employees	98
The Pareto Principle or the 80:20 Rule	100
Thinking/Thinking Out Loud	102
Time Management	104
Training	108
Weaknesses	110
Websites and Internet Marketing	112

Chapter 2 – Financial Management

Accounting	117
Bad Debt	120
Bankers/Line of Credit	122
Billing/Invoicing	124
Bonding	126
Break-Even Point	128
Budgeting	130
Collection/Collection Procedures	133
Contracts	135
Customers	137
Debt Free	139
Equipment Rental/Leasing/Purchase	141
Expansion, Growth and Stability	143
Insurance	145
Job Costing (Estimating Analysis)	147
Markup	151
Payment Schedule	153
Profit	155
Record Keeping	158
Sales	160

Service and/or Shop Charge Determinations	163
Taxes	165

Chapter 3 – Job Management - (Project)

Bid Analysis	169
Change Orders (Extras)	171
Codes and Standards	174
Cost Overrun	176
Estimating (Bidding)	179
Estimating (Bidding) Procedures	183
Inventory	187
Job Schedule	189
Job Selection	191
Labor-Units	193
Plans	196
Proposals	198

Chapter 4 – Labor Management - (Employees)

Appearance of Office	203
Basic Needs	205
Company Policy	207
Dress Code	211
Forms	213
Hiring and Firing	215
Job Descriptions and Responsibility	219
Meetings	223
Peter Principle	225
Salary	227
Proposal Form	230