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The Three Pillars of Business: A Guide to Integrated Marketing, Finance & HR Practices



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Call for Chapters

The Three Pillars of Business: A Guide to Integrated Marketing, Finance & HR Practices

Aims and Scope:

This edited book aims to provide a comprehensive guide to understanding and implementing successful business practices through the integration of marketing, finance, and human resources (HR) functions. It will address how these three pillars, when strategically aligned, can contribute to a company's overall success and long-term sustainability. The book will target business professionals, managers, and entrepreneurs seeking to improve their understanding of integrated business practices. It will offer a theoretical foundation for each pillar (Marketing, Finance, HR) and explore how they interrelate in the real world. The book will showcase practical strategies and case studies demonstrating successful integration across these functions.

List of Topics:

- Part 1: The Foundational Pillars
- Part 2: Integration in Action
- Part 3: The Future of Integrated Business

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