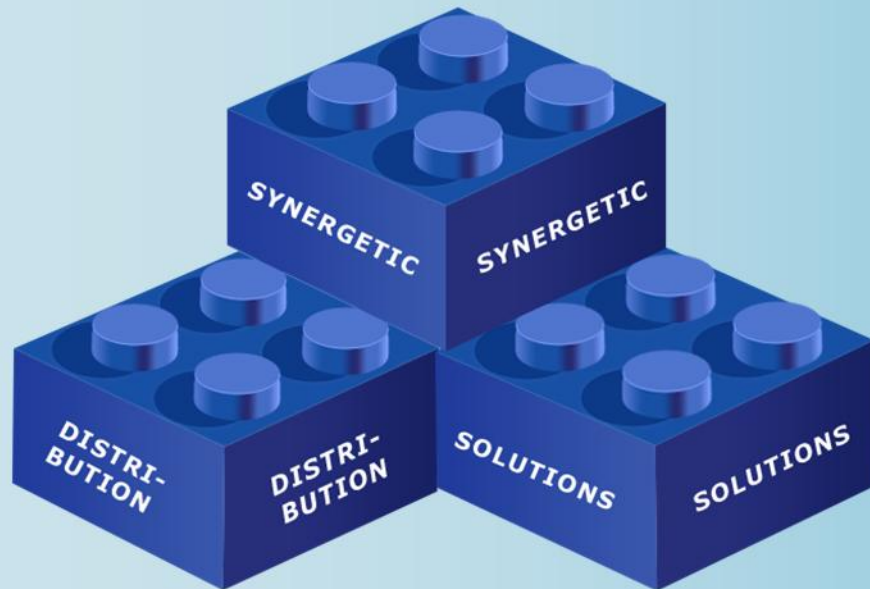




European Distribution Ideas



Erfolgreicher durch
unsere Seminare

Business English

Management

- Management styles
- Organising and running a meeting
- Participating in meetings
- Recording minutes of a meeting
- Writing business letters

Marketing

- What is marketing?
- Marketing and sales
- Marketing strategies
- Market research and forecasting
- Advertising

Accounting

- Accounting basics
- Money and banking
- Trade and commerce
- Company finance
- Economic issues

Business law in English

- E.U. Law
- Client procedures
- Client correspondence
- Law in practice
- Contract law
- Information technology and Environmental law

Customer Services

- Customer service – competitive advantage
- Attracting and retaining customers
- Building relationships
- Handling complaints

Company structure

- Hierarchies
- Horizontal structures
- Matrix management
- Roles and responsibilities

Project management

- Qualities of a good project manager
- Setting targets and milestones
- Time and budget constraints
- Meeting deadlines