



Enduring Business Concepts

Volume 1

Endurance Trading, LLC

<http://www.endurancetrading.com>

Copyright of Endurance Trading, LLC

Table of Contents

Business Fundamentals	5
<i>Economics</i>	5
Demand Curve	5
Supply Curve	6
Economic Equilibrium.....	7
Consumer Surplus.....	10
Producer Surplus.....	11
Market Equilibrium Revisited.....	12
Price Elasticity of Demand	14
Decreasing Marginal Utility	18
Economic Profit	19
Opportunity Costs.....	20
Sunk Costs	21
Balance of Payments.....	22
Balance of Payments - Accounts	23
Balance of Payments – What it all Means	24
<i>Entrepreneurship</i>	25
Asymmetric Information and its implications	25
Businesses with Small Startup Costs	26
How to Learn from the Failures of Others.....	27
Entrepreneurial Survival.....	29
Business Plan Discussion.....	30
Executing your business plan.....	32
Raising Start-up Capital for a Business	33
Things I’ve learned	34
<i>Ethics</i>	35
Bribery	35
<i>Marketing</i>	36
Marketing Intro	36
Marketing Mix - The 4 P’s of Marketing.....	38
Advertising Effectiveness	40
Distribution Channels	41
Essential steps to building a marketing plan.....	43
Pricing Strategies	45
Product Life Cycle	47
Technology Adoption Cycle.....	49
Viral Marketing.....	50
<i>Operations</i>	51
Break-Even Analysis	51
Economic Order Quantity (EOQ).....	52
Process Improvement 1 – Frequency Charts	56

Process Improvement Two – Pareto Charts..... 57
Process Improvement Part 3 – Fishbone Diagram..... 58
Developing a Process Layout..... 60
Theory of Constraints, (TOC)..... 64
Constraints - How to Identify Them 64
Constraints, How to Work With Them 65
Finance/Accounting..... 66
 How to Read a Balance Sheet..... 66
 Basic Financial Ratio’s and What They Mean 68
 Financial Statement Analysis – Measures of Activity 69
 Financial Statement Analysis – Measures of Capital Market..... 71
 Financial Statement Analysis – Measures of Liquidity 73
 Financial Statement Analysis – Measures of Profitability..... 74
 Financial Statement Analysis – Measures of Capital Structure..... 76
 Net Present Value (NPV) Calculations..... 77
 Making Decisions with Net Present Value Calculations 78
 Applications of Net Present Value in Investing..... 78
 Future Value (One Year) 79
 Future Value (Multiple Years)..... 81
 Future Value (Non-Annual)..... 83
 Future Value (Continuous Compounding)..... 85
 Future Value (Effective Annual Rate) 86
 Future Value (EAR Continuous Compounding)..... 87
 Present Value 88
 Present Value (Multiple Cash Flows)..... 90
 Present Value (Perpetuity) 92
 Present Value (Growing Perpetuity)..... 93
 Financial Education 94
Strategy..... 95
 On Strategy 95
 SWOT Analysis 96
 The Five Force Model..... 98
 GE / McKinsey Matrix..... 101
 BCG Matrix 105
 Global Integration vs. Local Responsiveness 107
 Organization of Multi-National Corporations 109
 The Value Chain 113
 Why would management make bad decisions? 115
 Forward Integration, Reverse Integration and Horizontal Integration..... 116
Corporate Social Responsibility 117
 Using the power of business to change the world..... 117
 Using the power of business to change the world 2..... 118
The Economy 119
 Outsourcing vs. Offshoring..... 119
 Fiscal Responsibility..... 120

What's the big fuss about free trade?.....	121
The Economy Today.....	122
Why Currency Risk Matters.	123
Final Commodities.....	123
Breaking the Cycle.....	124
US Bureau of Economic Analysis	124
International Business Consulting	125
<i>Business and Culture</i>	125
An Exercise in Culture.....	125
<i>Japan</i>	127
Business Meeting – Japan.....	127
Business & Culture – Japan – Business Cards.....	128
JETRO - Japanese External Trade Organization	129
Networking	130
Common Interview Questions	130
What is the deal with name tags?.....	131
Why your online reputation matters	132
How to build a good online reputation	133
Stock Market	134
Ratings Agencies, What they are	134
Separation of Ownership and Management.....	135
Why Financial Distress is a downward spiral.....	136
The Law of One Price: Why it is not true.....	137
How to Abate Investment Risk.....	138
Fundamental and Technical Analysis	139
The US Dollar, Is it a Bad Bet?	140
About Us	142
History.....	142
Mission.....	142
Story	143
Contact	144
Founder's Biographies	145
DISCLAIMER:.....	145