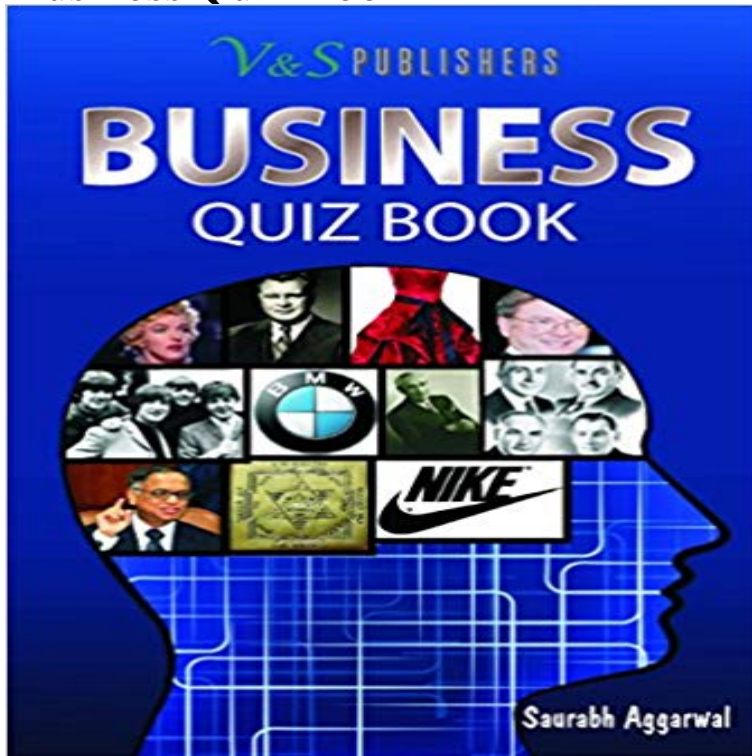


## Business Quiz Book



Did you know that crossword puzzles first appeared in the New York World in 1913, and soon became a popular feature in newspapers or that Kellogg's as a brand had spent \$90,000 on advertising, more than 100 years ago in 1906, including one \$4000 a page ad in the July issue of the Ladies Home Journal, Apple had lured John Sculley away from Pepsi because they wanted him to apply his marketing skills to the personal computer market. Find facts and trivia from the world of business that will amaze and delight you. The questions in this book have been framed in a way that they are: guessable with intelligent, lateral, or lucky thinking; interesting, amusing, or surprising; enjoyable, even to people who think they don't like quizzes; not so difficult that nobody knows the answer; This book has a defined objective to emulate the framing of questions that are often asked in business quizzes these days. There are over 30 sections from automobiles, advertising, businessmen, FMCG to publications, management terms, quality control, management quotes. A special section for visual questions that are part of almost every business quiz these days has also been included. The book will serve not just as a stepping stone for people who are interested in business quizzing but will prove to be an ideal compendium for all aspirants searching for admission to professional colleges or career options in banking, insurance, defence, railways, state & central government services, besides many other top tier professions.

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