

CURRICULUM VITAE / RESUME

RASIM ABUTALIBOV

PhD / Docent - Assoc. Prof. in Business Administration

PERSONAL INFORMATION

Nationality: Azerbaijani

CONTACT INFORMATION

E-mail: rasim.abutalibov@khazar.org

EDUCATION

Academic Staff mobility (1 month, November of 2015) at Masaryk University, Brno (Czech Republic) within Erasmus Mundus Humeria;

PostDoc-Researcher (6 months) at Warsaw University of Life Sciences (SGGW), Poland within Erasmus Mundus Action 2, during 26.10.2013 - 05.05.2014;

Assoc. Prof. in Business Administration at Baku Engineering University/Department of Business Administration, Baku/Azerbaijan, 2017 – at present;

Assoc. Prof. in Business Administration at Qafqaz University/Department of Business Administration, Baku/Azerbaijan, 2007-2017;

Ph.D. in Economical Sciences at Azerbaijan National Science Academy, Baku (Azerbaijan) / 2010 - Subject name: “Economic and Social Development of the Regions of Azerbaijan Republic”;

MSc in Management at Azerbaijan State Economic University, Baku (Azerbaijan) Faculty of Management 2004;

BS in Management at Azerbaijan State Economic University, Baku (Azerbaijan) Faculty of Management 2002.

WORK EXPERIENCE

Assoc. Prof., PhD, senior lecturer / Khazar Univrsity -2025-at present

Assoc. Prof. of Business Administration Department, PhD, senior lecturer / Baku Engineering University, Khirdalan-Baku (Azerbaijan)-2017-at present

Prepare and deliver lectures to undergraduate and/or graduate students on topics such as business essential, management, business communication, pr and etc.

Local Consultant for the provision of business advisory services (Marketing, Branding, Sales) / United Nations Development Programme, - 14 October 2022–Present

- Preparation and submission of Inception Report including implementation strategy, methodology, detailed activity plan, time plan, monitoring and evaluation plans and risks;
- Develop and conduct trainings in business advisory services in the field of legal structure, business related reporting and tax eligibility requirements, marketing, branding, sales, certification and licensing for the project beneficiaries, including women who received

equipment and supplies to build or develop their businesses in Aghjabadi, Barda and Tartar regions for total 60 women in groups;

- Provide full support and coaching during the practical exercises by giving guidance and feedback on the homework and performed exercises, correcting and explaining;
- Provide support with planning and preparation of the marketing plan to the beneficiaries in Barda, Agjabadi and Tartar;
- Encourage practical application of relevant tools and techniques using relevant samples;
- Provide consultations and advisory services to vulnerable women including on-site services in WRCs and remote villages on marketing, branding, sales and legal structure and reporting, including tax eligibility requirements to women entrepreneurs as well as women seeking to start their businesses. The Contractor is expected to conduct meetings/consultations with these women in the villages and WRCs

Trainer/Small and Medium Business (SMB) Development Agency, 2022 - at present

Assoc. Prof. of Business Administration Department, PhD, senior lecturer / Qafqaz University, Khirdalan-Baku (Azerbaijan)-2007-2017

Prepare and deliver lectures to undergraduate and/or graduate students on topics such as business essential, management, business communication, pr and etc.

Senior lecturer / Azerbaijan State University of Economics(Sabah qrup), Baku, Istiqlaliyyat str.,6)-2013-at present

Prepare and deliver lectures to undergraduate and/or graduate students on topics such as business essential, management, business communication, pr and etc.

Senior lecturer / Custom Academy, Baku, Istiqlaliyyat str.,6)-2017-at present

Prepare and deliver lectures to undergraduate and/or graduate students on topics such as business essential, management, business communication, pr and etc.

Director and chief executive / Buta Trade LLC, Baku (Azerbaijan) - 1 Apr 2004–1 Apr 2006

- To give the reports to the Ministry of Tax, statistics and social protection
- Bank operations
- Prepared and sending invoiced and bills to tax, statistics and social protection
- Listing the products sale prices in the accountant program named LOGO STOCK.

Public Relations Manager / Baku Turkish Private High School, Baku (Azerbaijan) - 1 Oct 2002–1 Apr 2004

- Organizing events
- Negotiated with related Ministries about education
- Formal meeting with guests
- Organized exhibitions and programs
- To define products prices and to supervise employees

Owner and director / "AZ marketing" LLC, Baku (Azerbaijan) 9 Feb 2008–Present

- Responsible for leading and managing the Company
- Determining the company's strategic objectives and policies;
- Monitoring progress towards achieving the objectives and policies;

- Appointing senior management;
- Accounting for the company's activities to relevant parties, e.g. shareholders.

Expert / Civil Service Commission under the President of the Republic of Azerbaijan - Apr 2012–Present

- Carrying out research and data collection to understand the organization;
- Conducting analysis;
- Interviewing the client's employees, management team and other stakeholders;
- Running focus groups and facilitating workshops;
- Preparing business proposals and presentations.

Expert / the State Students Admission Commission, (Azerbaijan) - 5 May 2012–Present

- Identify curriculum issues in school districts and in individual classrooms and offer suggestions for improvement
- Train faculty and work with school administrators
- Develop educational guides, policy, and manuals for teachers, administrators and laypersons

PROGRAMS

1. "Batumi Fall School, Cultural and International Tourism - A Vital Force for Peace" Batumi Shota Rustaveli State University in collaboration with the German Academic Exchange Service (DAAD), EU4Dialogue: improving exchanges across the divide through education and culture, 25-30 September 2023.
2. European Union in the frame of the Erasmus Mundus Design Measures Programme "Slow tourism management" MBA Program, 17-20 May 2023
3. GIZ - Germany "Manager Training Programme of the Federal Ministry for Economic Affairs and Energy with Azerbaijan and Uzbekistan", Economic Cooperation September, 14th – November 04th, 2021
4. "Israel innovation exchange program", 4-8 March 2019, Tel Aviv and Jerusalem, Israel
5. Concept Mapping Conference (CMC), Tallinn University, HUMERIA project, 3-9 September 2017, Tallin, ESTONIYA.

PROJECTS

- Date of the project 15 August 2023 - 31 December 2023;

UNDP, "Empowering and creating equal opportunities for vulnerable, conflict affected women in Azerbaijan to overcome barriers towards greater economic and social participation" Agcabedi, Terter, Berde

- Date of the project 10 October 2022 - 29 March 2023;

UNDP, "Empowering and creating equal opportunities for vulnerable, conflict affected women in Azerbaijan to overcome barriers towards greater economic and social participation" Agcabedi, Terter, Berde

- Date of the project - 01 March - 01 June, 2020;

Project name - "MirvariStore" Heydar Aliyev Foundation, Regional Development Nonprofit Organization

- Date of the project - 01 March - 22 May, 2019;

Project name - "Practical Management, Marketing, Business courses" in Ganca Technic University

- Date of the project - 11 February - 13 February, 2019;

Project name - "Train-the-Trainer program on Enterprise and Entrepreneurship Education(EEE)", Trainer, Expert, Newcastle University Business School(NUBS/UK)

- Date of the project - 15 October- 15 November, 2018;

Project name - "Support to the development of small family businesses in the Sheki-Zaqatala Economic Zone through ABAD regional centre in Balakan" UNDP project, Expert on Gender balance and social responsibility.

- Date of the project - 01 September 2018- continue,;

Project name - "Handmade hats, bags, scarf and clothes for woman and child" Entrepreneurship project, supervisor and business developer.

- Date of the project - 04 April 2017- 21 December 2017;

Project name - "Made in Azerbaijan - Marketing Summmit 2017" Azmarketing LLC director

- Date of the project - 24 March- 15 April, 2007;

Project name - "How to prepare the project training 1", the beneficiary organization – Ministry of Culture and Tourism of Azerbaijan, the executive organization of the project - "Sound development and information" Non-profit organization, the position in the project - trainer, Location - Quba, Sheki, Ismayilli regions, Ganja and Mingechevir cities,

- Date of the project - 06 June – 15 June, 2007.

Project name - "Training of Efficient Use of Oil and Gas Profits", the beneficiary organization - Extractive Industries Transparency Initiative (EITI) (The Coalition of Azerbaijan Non-Government Organization), the executive organization of the project - "Sound development and information" Non-profit organization, the position in the project - trainer, Location - Oghuz region and Barda city, Shamakhi and Tovuz regions.

- Date of the project - 16 June - 22 June, 2007;

Project name - "How to prepare the project training 2", the beneficiary organization – Ministry of Culture and Tourism of Azerbaijan, the executive organization of the project - "Sound development and information" Non-profit organization, the position in the project - trainer, Location – Aghcabadi, Imishli and Lerik regions, Lankaran city.

- Date of the project - 16 June – 16 July, 2007;

Project name - "To help youth in gaining computer knowledge the beneficiary organization – Ministry of Communication and Information Technologies of Azerbaijan, the executive organization of the project - "Sound development and information" Non-profit organization, the position in the project – Coordinator, Location – Barda region.

- Date of the project 17-25 February 2010;

Project name - “The Management in Enterprises and Managers’ Qualities”, the beneficiary organization – Ministry of Youth and Sports of Azerbaijan, the executive organization of the project – “Azmarketinq” LLC and ASR consulting and research group, the position in the project – Project manager, Location - Baku city – Azerbaijan State Economic University, 6. Date of project 27-30 March 2012 Ministry of culture and Tourism of the Republic of Azerbaijan. 1st international scientific practical conference called “Advertising reality and perspectives. – Project coordinator of Modern view on advertising and marketing.

PUBLICATIONS

1. “New period of economic development of Azerbaijan Republic” Science practical journal, (BAK), City of Tambov, № 8(23) 2011, publishing house «tmbprint».p.138-140;
2. “Role of social-psychological method in staff management in modern Life” MİC (Management International Conference) “Social Responsibility, Ethics, and Management” Proceedings of the 11th International Conference Ankara” 24-27 November, Turkey 2010, p.591-600. Mammadov Rufat;
3. “Socio-economic evaluation of regions of Azerbaijan Republic in modern period” Azerbaijan National Sciences Academy, Economic Institute, Problems of National Economy, 4th edition, Baku, 2006, p. 437-448;
4. “The main directions of regulation policy of the government in providing socio-economic development of regions in modern period” Azerbaijan National Sciences Academy, Economic Institute, Problems of National Economy, 2nd edition, Baku, 2007, p. 247-252;
5. “Mutual relationship of the development of the regions with the socio-economic development in Azerbaijan Republic” News of Azerbaijan National Sciences Academy, Humanitarian and public sciences edition (economy), Baku, 2nd edition, 2007, p.161-166;
6. “State regulation and administration of the regional development” Institute of Azerbaijan State Establishment and International Relations, “Dirçəliş-XXI century”, Baku, №2-3 (120-121) /2008, p.347- 352;
7. “The main directions of regulation policy of the government in providing social development of regions in modern period” Azerbaijan National Sciences Academy, Economic Institute, Problems of National Economy, 4th edition, Baku, 2007, p. 255-260 ;
8. “The regulation mechanisms of the government in socio-economic development of the regions of Azerbaijan Republic based on foreign experience” "The role and importance of the regions in the development of international economic relations" materials of international scientific conference, Nakhchivan – 2008, p.61-64;
9. “Investment opportunities in the regions of Azerbaijan Republic” Scientific Journal, publication of articles, Moscow State University named after M.V. Lomonosov, Moscow, №2- 2009, p.79-82 Mammadli Orkhan;
10. “The human factor in globalization and Azerbaijan” “Caucasus and Central Asia in globalization process” materials of 2nd international conference of economic and international relations, 2nd book, Qafqaz university, Baku, 02-05 May 2007, p.885-889 Özdemir S.F.;

11. "The role of tourism in socio-economic development of Azerbaijan Republic" "Tourism and recreation: problems and perspectives" materials of 1st republic conference, Baku, "Mütərcim". 2007, p.25-29;
12. "Globalization and electronic trade" "Caucasus and Central Asia in globalization process" materials of 3rd international conference of economic and international relations, 15-17 October, Qafqaz University, Baku-2010 Mammadov Rufat;
13. "The importance of electronic trade in tourism sector" "The role of scientific innovation in the development of the economy of the country", International science practical conference, Azerbaijan National Sciences Academy, The scientific innovation center of ANSA, Baku, Azerbaijan, 2011, p. 307-309 Mammadov Rufat;
14. The role of public relation in Azerbaijan in tourism sector Ministry of culture and Tourism of the Republic of Azerbaijan. 1st international scientific practical conference named "Advertising reality and perspectives. Modern view on advertising and marketing;
15. "Ethics and Socio-Economic Development", 4th international Conference on Governance, Fraud, Ethics and Social Responsibility, Antalya Turkey, April 4-7, 2012 Mammadov Rufat;
16. "The Role of Public Sector in the Realization of the Product and the Image of the Firm", International Management Research Academy, IMRA International Conference, "Emerging Markets and the New Dynamics of Management, 17th – 18th May, 2012, Royal National Hotel, London, United Kingdom. Rufat MAMMADOV, Seymur QULIYEV;
17. 8th Silk Road International Conference "Development of Tourism in Black and Caspian Seas Regions", "The Development Perspectives of Regional Tourism in Azerbaijan Georgia and Turkey", 24-26 May, 2013, Tbilisi-Batum, Georgia;
18. "Investment Opportunities and Problems Met During Transition Period to Market Economy in Central Asia Countries" Mevlana (Rumi) university, 13-14 June 2013, Konya Turkey;
19. First Baku Forum of Economic Cooperation Organization Member states economic think-tank- 2013& First International Conference on Energy, Regional integration and Socio-economic Development (1st ERISED – 2013), "Globalization and Socio-Economic Development: Progress or Regress" Seymur GULIYEV, Economic Cooperation Organization, Ecomod Network Institute For Scientific-Research on Economic Reforms, Ministry of Economic Development Republic of Azerbaijan 5-6 September 2013, Baku, Azerbaijan.

MONOGRAPHS AND BOOKS

1. The Practical book of "**Kto jest liderem - Steve Jobs?**", "**Who is a LEADER- Steve Jobs**", Poland language, p.64;
2. The practical book of "**Rules of how to organize the projects**" Published by "Müəllim" - Baku, 2007, – p.36 Rasim Abutalibov, Müşviq Mammadov;
3. The book of "**The principles of management**" Nurlar Publishing house, 1st edition – Baku 2009, ISBN – 978 – 9952 – 450 – 26 – 2; p.144 Sahib Mammadov, Rasim Abutalibov, Seymur Quliyev, Orxan İsayev, Müşviq Yusifov;
4. The book of "**The principles of management**" Nurlar Publishing house, 2nd edition – Baku 2014, ISBN – 978 – 9952 – 770 – 12 – 3; p.219 Sahib Mammadov, Rasim Abutalibov, Seymur Quliyev;

5. The Practical book of "**Who is a LEADER**", Baku - 2015, ISBN – 978 – 9952 –490 – 55 – 8; p.110;
6. One of the contributors of the book named "**Sustainability and Management: An International Perspective**". Content is named "Ethical Issues in Business Administration and their Effects on Social and Economic Development". The book was published by **Springer and Routledge in London and New York** in 2020.
7. The Practical book of "**Who is a LEADER 2 - Steve Jobs**", Baku - 2015, ISBN – 978 – 9952 –490 – 55 – 8; p.110;

MEMBERSHIPS

1. Member of IMRA (International Management Research Association) situated in London, England, UK 16.05.2012;
2. A Vice President of Azerbaijan Advertising Union, 2012;
3. Member of Reviewers of academic journal at Akdeniz University in Antalya 09.01.2013;
4. Editorial Board Members of China-USA Business Review & Chinese Business Review 09.05.2013;
5. Editorial Board Members of journal - "Annals of Marketing Management & Economics", 12.11.2015.

Coordinator of Business World Club at Qafqaz University

- To participate in business projects
- To hold practical meetings with companies

SELECTED CONFERENCES

1. "**2019 OurCrowd Global Investor Summit**" 07 March 2019, Jerusalem **Israel**
2. **Concept Mapping Conference (CMC)**, Tallinn University, HUMERIA project, 3-9 September 2017, Tallin, **ESTONIYA**.
3. "**Investment Opportunities and Problems Met During Transition Period to Market Economy in Central Asia Countries**" Mevlana (Rumi) university, 13-14 June 2013, Konya **Turkey**;
4. **8th Silk Road International Conference "Development of Tourism in Black and Caspian Seas Regions"**, named "The Development Perspectives of Regional Tourism in Azerbaijan Georgia and Turkey", 24- 26 May, 2013, Tbilisi-Batumi, **Georgia**;
5. First Baku Forum of Economic Cooperation Organization Member states economic think-tank-2013 & First International Conference on Energy, Regional integration and Socio-economic Development(1st ERISED – 2013), "Globalization and Socio-Economic Development: Progress or Regress" ECONOMIC COOPERATION ORGANIZATION, ECOMOD NETWORK, INSTITUTE for SCIENTIFIC RESEARCH on ECONOMIC REFORMS, Ministry of Economic Development Republic of Azerbaijan 5-6 September 2013, Baku, **AZERBAIJAN**;
6. **4th international Conference on Governance, Fraud, Ethics and Social Responsibility**, Antalya **Turkey**, April 4-7, 2012;

7. “The Role of Public Sector in the Realization of the Product and the Image of the Firm”, International Management Research Academy, IMRA International Conference, “Emerging Markets and the New Dynamics of Management, 17th – 18th May, 2012, Royal National Hotel, London, United Kingdom.

8. 42 nd IAA World Congress, “Change: Consequences” May 12th – 14th 2010, Moscow;

9. MIC 2010 – “Social Responsibility, Ethics, and Management” Proceedings of the 11th International Conference Ankara, Turkey, 24-27 November 2010;

SEMINARS AND LECTURES

- *Entrepreneurship*
- *Essential of Business*
- *Organizational Behavior*
- *Business ethics*
- *Public Relation*
- *International Business*
- *Marketing*
- *Marketing management*
- *Leadership*
- *Strategic management*
- *Business plan*
- *Business Sustainability*

IT SKILLS

- Office (Word, Excel, Power-Point etc.),
- Internet, eMailing, Scientific research and analyse.

LANGUAGE SKILLS

- Azerbaijani - Fluent
- English - Fluent
- Turkish - Fluent
- Russian - Good

Virtual Manager Training Programme



Certificate

Fit for Partnership with Germany

Mr Rasim Abutalibov

has successfully participated in the

**Virtual
Manager Training Programme
of the
Federal Ministry for Economic Affairs and Energy
of the Federal Republic of Germany
with Azerbaijan**

from September 13th to November 5th 2021.

The programme was carried out by the German business training centre AHP International GmbH & Co. KG.

The Manager Training Programme is funded by the Federal Ministry for Economic Affairs and Energy (BMWi) of the Federal Republic of Germany.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is the general manager and coordinator of the programme.

Bonn, November 2021



Anette Jach-Kemps
Head of the Manager Training Programme
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH



Katrin Trushevskyy
Senior Project Manager
Deutsche Gesellschaft für
Internationale Zusammenarbeit (GIZ) GmbH



Competencies

Fit for Partnership with Germany

The participant has taken part in the Manager Training Programme and deepened the competencies in the following areas:

Business Administration

1. Basics in Leadership
2. Human Resource Management
3. Quality Management
4. Marketing, Logistics
5. Innovation, Change Management
6. International Project Management
7. Global Business Process Management

Foreign Economic Cooperation

8. Intercultural Management
9. Presentation of home company
10. Searching for international partners
11. Negotiations with international partners
12. Preparation of request and development of a draft contract
13. Preparation of business idea and business plan
14. Basics of German economy

The participant was trained in above mentioned topics, exchanged experiences with German managers and negotiated business cooperation with German companies.

The participant passed a final examination consisting of a multiple choice test and the elaboration and presentation of a cooperation project.

CERTIFICATE OF PARTICIPATION

This certificate is presented to

Rasim Abutalibov

For a successful participation in Innovation Exchange Program and Ourcrowd Global Investors Summit 2019 held in Tel Aviv and Jerusalem, Israel on 4-8 March 2019 by High Tech Park Azerbaijan.



THE MINISTRY OF TRANSPORT,
COMMUNICATIONS AND HIGH TECHNOLOGIES
OF THE REPUBLIC OF AZERBAIJAN

R. Guluzade

Ramin Guluzade
Minister of Transport,
Communications and High
Technologies of Azerbaijan Republic

This certificate is awarded by:

Dan Stav

Dan Stav
Ambassador of Israel
in Azerbaijan



Tural Karimli
Tural Karimli
Director,
High Tech Park Azerbaijan



International Relations Office
Warsaw University of Life Sciences
166 Nowoursynowska str., 02-787 Warsaw
phone: (+48 22) 5931040 fax : (+48 22) 5931042

WARSAW UNIVERSITY OF LIFE SCIENCES - SGGW

Warsaw, 28 April 2014

BWM/SWM/60/2014

This is to certify that Mr. **RASIM ABUTALIBOV** has successfully completed a 6-month PostDoc mobility at the Faculty of Economic Sciences, Warsaw University of Life Sciences WULS-SGGW, under the Erasmus Mundus Program, Project ALRAKIS in the period between 26.10.2013 and 05.05.2014.

Yours sincerely,

Dr. Mieczysław Rygalski
Exchange Coordinator
Head, International Relations Office
Warsaw University of Life Sciences (WULS-SGGW)
e-mail: mieczyslaw_rygalski@sggw.pl



malvern house | london

Certificate

This is to certify that

Rasim Rafiq Abutalibov

has studied at Malvern House for

15 hours per week for 4 weeks

from 16 July 2012 to 12 August 2012

and is now at

English for Business Low CEFR B1

level



Jean Daruvala
Academic Director



★ Date of Issue: 08-Aug 2012

Teaching English to the World

Accredited by the
 BRITISH COUNCIL

ENGLISHUK
member


Part of AEC
Education Group plc



CERTIFICATE

This is to certify that

Rasim Abutalibov

29.10.1980

Successfully completed Academic Staff mobility (total of 1 month) at **Masaryk University** during the 2015/2016 academic year
for which the scholarship was provided by Erasmus Mundus HUMERIA project.

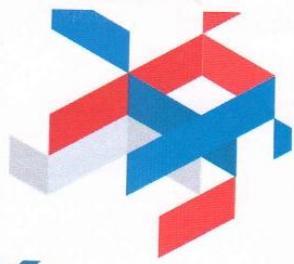
Bret Demant
HUMERIA Project Manager
Tallinn University



Tallinn







CREATIVE SPARK

Higher Education Enterprise Programme

Certificate of Attendance

Rasim Abutalibov

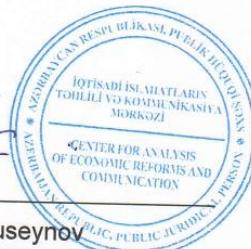
attended the

**Train-the-Trainer (TtT) program on Enterprise and
Entrepreneurship Education (EEE)**

Center for Analysis of Economic Reforms and Communication
February 11-13, 2019

Andrea Lane
Trainer/Expert, Newcastle University
Business School (NUBS/UK)

Rashad Huseynov
Head of Project Department, Center for
Analysis of Economic Reforms and
Communication



Center for Analysis of Economic
Reforms and Communication of
the Republic of Azerbaijan
(CAERC)





Azərbaycan Respublikası
Mədəniyyət və Turizm Nazirliyi



DİPLOM

“İqtisad üzrə fəlsəfə doktoru”
Rasim Abutalibov

Reklam sahəsində fəaliyyətlərinə görə
konfransın diplomuna layiq görülür



SHOT ON MI 8 LITE
AI DUAL CAMERA

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on dövrlərdə müxtəlif panellərdə, konfranslarda, debatlarda on çox müzakirə olunan mövzulardan biridə liderlikdir. Burada on çox müzakirə olunan mösələlər "Lider kimdir?", "Lider doğulur, yoxsa emiyyətdə formalasılır?", "Lider hansı xüsusiyyətlərə sahib olmalıdır?" və s. kimi suallara cavab tapmaq olmuşdur. Lakin hələ də bir mənəvi cavab tapılmamışdır. Bu kitabın yazılışında osas məqsəd mifassiso rəhbərlərinə, sıravi votondaslarına və s. insanlara liderliklə bağlı düşünmək üçün bozı səciyyəvi xüsusiyyətləri nəzərə çatdırmaqdır.

Bu kitabda dünyada müxtəllif sahədə uğur qazanmış məşhur insanların liderliklə bağlı fikirleri Sizlərə təqdim edilməkdədir.

Liderlik anlayışı haqqında oxumaq əvəzində, uğur qazanmış liderlərin yolda attıqları addimlara baxıb onları öz davranışlarında nümunə kimi istifadə edə bilərik.

Bu kitabda müxtəlif vaxtlarda ayrı-ayrı informasiya vasitələrində məşhur insanların çıxışlarından seçilmiş fikirlər öz əksini tapmışdır və həmçinin Sizlər burada bir çox şirkət rəhbərlərinin dəyərləri və osas prinsipləri haqqında məlumatlar oluda edə bilərsiz. Həq əzəmətə sənal vermisinizmi Bill Qeyts, Steve Jobs, Walt Disney kimi bir sırə milyarderlər nəhəng bizneslərini necə qurublar və minlərlə işçilər, müşəxçilər, iş adamlarına və investorlara necə rəhbərlik etmişlər? Hətta bir qismının ali təhsiləri olmadan bu adamlar biznes fəaliyyətində nüfuzlu şəxslər ola bilmişlər. Onlar bu statusu necə qazanmışlar?

Bu kitabda bütün bu sualların cavablarını verməyə çalışacağım.



Biznes dünyasından
liderlik tövsiyələri

lider

kimdir?

Rəsim Abutalibov

Lider kimdir?

Stiv Cobsdan

Liderlik haqqında sitatlar

Bu kitabda dünyada informasiya kommunikasiya sahələrində uğur qazanmış və bu sahələrə öz ciddi töhvəsini verən Stiv Jobsun liderliklə bağlı fikirleri Sizlərə təqdim edilməkdədir.

Liderlik anlayışı haqqında oxumaq əvəzinə, uğur qazanmış liderlərin bu yolda attıqları addimlara baxıb onları öz davramışlarımızda nümunə kimi istifadə edə bilərik.

Kitabda müxtəlif vaxtlarda ayrı-ayrı informasiya vasitələrində Stiv Jobsun çıxışlarından seçilmiş fikirlər öz əksini tapmışdır və həmçinin Sizlər burada Stiv Jobsun dəyərləri və əsas prinsipləri haqqında məlumatlar əldə edə bilərsiz.

Lider kimdir?

Stiv Cobsdan
Liderlik haqqında sitatlar

Rəsim Abutalibov

