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MBA Series Business Management Curriculum

2019

follow along with supply chain expert dante garcia and learn all about supply chain management master supply chain logistics supply chain operations supply chain planning supply chain sourcing forecasting procurement and more in this video series on supply chain management for supply chain logistics we cover warehousing inventory and transportation for supply chain operations we explore the six sigma methodology for process improvement as well as the lean approach to eliminate waste and make processes more efficient for supply chain planning we talk about matching supply with demand and cover various forecasting techniques for supply chain sourcing we cover vendor selection and supplier segmentation the mba series contains three curriculums business management business development and business communication supply chain management is a core course within the business management curriculum follow this link to take all of the courses in the mba series here on o reilly this supply chain management course contains ten topics introducing supply chain management this first topic in the supply chain management course introduces you to the world of supply chain management be able to explain the main facets of supply chain management and provide many examples of supply chain management logistics is also defined with examples provided and supply chain and logistics are compared the characteristics of supply chain are covered including the role of the customer and supplier the supply chain flow is introduced encompassing supplier transport reception production transport and client supply chain concepts are explained as well including lead time manufacturing strategies and manufacturing design approaches forecasting this second topic in the supply chain management course will equip you to perform forecasting forecasting is important to anticipate customer demands plan resources and improve techniques forecast characteristics are shared along with short term medium term and long term forecasting time horizons qualitative and quantitative forecasting are compared moving average ma and weighted moving average wma are explained and formulas and examples provided the four types of demand patterns are discussed trend seasonality cycle and random behavior the concept of correlation is presented along with dependent and independent variables supply chain planning this third topic in the supply

The 30 Day MBA

2019-01-03

if you want to accelerate your career development and transform your skillset but without the price tag and two year commitment of the mba this is the book for you the 30 day mba covers the 12 core disciplines of business accounting finance marketing organizational behaviour business history business law economics entrepreneurship ethics and social responsibility operations management research and analysis and strategy it provides the tools and techniques you need to seize business opportunities and implement strategies successfully complex concepts are explained in simple and practical terms helping you to apply high level concepts to the real life world of business the 30 day mba also contains insightful case studies from leading organizations including ikea cisco cobra beer heinz shell hotel chocolat and chilango to help keep you right up to the minute with current trends and inspire you to explore new concepts this book equips you with essential hard knowledge but also helps you understand how business and current thinking is shifting in today s turbulent global markets and broadens your mind with the knowledge and confidence to excel in a competitive career

The Portable MBA

2010-04-06

a totally revised new edition of the bestselling guide to business school basics the bestselling book that invented the mba in a book category the portable mba fifth edition is a reliable and information packed guide to the business school curriculum and experience for years professionals who need mba level information and insight but don t need the hassle of business school have turned to the portable mba series for the very best most up to date coverage of the business basics this new revised and expanded edition continues that long tradition with practical real world business insight from faculty members from the prestigious darden school at the university of virginia with 50 percent new material including new chapters on such topics as emerging economies enterprise risk management consumer behavior managing teams and up to date career advice this

is the best portable mba ever covers all the core topics you d learn in business school including finance accounting marketing economics ethics operations management management and leadership and strategy every chapter is totally updated and seven new chapters have been added on vital business topics includes case studies and interactive web based examples whether you own your own small business or work in a major corporate office the portable mba gives you the comprehensive information and rich understanding of the business world that you need

MBA In A Day

2012-06-12

the same critical information top business schools teach based on professor stralser s popular seminar series mba in a day is specifically designed for the busy professional physician attorney architect nonprofit executive etc or entrepreneur small business owner who needs to know about the business side of their practice organization or business with comprehensive coverage of vital business topics important concepts and proven strategies taught at top graduate schools this handy book offers a complete business education without the hassle of enrolling in an mba program divided into four sections covering management and policy economics finance and accounting marketing and systems and processes this straightforward guide is easy to navigate and simple to use packed with illustrative examples helpful anecdotes and real world case studies this commonsense guide covers everything busy professionals would learn at the very best business schools if they only had the time steven stralser phd phoenix az is clinical professor and managing director the global entrepreneurship center at thunderbird the american graduate school of international management and founder and ceo of the center for professional development inc an organization dedicated to post graduate training and education of today s professionals

The Portable MBA Desk Reference

1998-10

the brand new edition of the ultimate desktop tool the portable mba desk reference substantially revised completely updated how do i analyze a balance sheet what is business process reengineering where can i get financial information about overseas companies what kinds of services does the department of commerce provide to exporters when it comes to finding quick answers to these and other important business questions thousands of people depend on the portable mba desk reference the complete all in one guide to business terms facts ideas and resources now this second edition has been extensively revised to include the very latest business topics and data plus new cutting edge sections on technology and much more organized into two easy to use sections it contains an a to z encyclopedia covering key topics ranging from accounting and marketing to manufacturing and strategy plus a comprehensive resource guide for finding specific information in print and on line on dozens of subjects ideal for a quick take or a fast refresher this edition of the portable mba desk reference is the best colleague you ll ever have a selection of book of the month club money book club and quality paperback book club being in business today means navigating a daunting array of jargon theories and data covering hundreds of topics any one of which could have the power to make or break your success at any time that s why thousands of people depend on the portable mba desk reference the complete one stop source of quick access information on hundreds of key business terms concepts and resources from accounting and advertising to management and manufacturing this ready reference puts a wealth of essential knowledge right at your fingertips now substantially revised and updated this outstanding second edition of the portable mba desk reference keeps pace with the latest developments in business practice including cutting edge information on the internet and electronic commerce plus up to the minute business facts figures and more like its successful predecessor this new edition offers the combined wisdom of experts from every field of business all skillfully presented in two user friendly sections part one is an easy to use a to z encyclopedia of major business topics with plain english coverage of crucial terminology and subjects in accounting economics finance international business management manufacturing marketing and strategy you ll also find helpful mini case studies and real life examples plus time saving cross references to related entries part two is a comprehensive and up to date directory of sources of vital business information it tells you exactly where to look in print and on line and whom to contact for information on dozens of business areas including advertising marketing demographics corporate and industrial financial data economic data international business and more you ll also

find appendices packed with hard business facts numbers and lists perfect for beefing up an important report or preparing for that last minute meeting whether you're looking for a quick take or a complete business refresher course the portable mba desk reference second edition is an essential companion for your trip to the top the portable mba series the portable mba series with over 450 000 copies sold provides instant mba literacy to managers professionals and business owners portable mba books provide comprehensive coverage of the primary business functions taught in mba programs as well as focused coverage of today's vital business topics as such the portable mba series provides the most authoritative continuing business education available

The Fast Forward MBA in Business

1996-04-06

the ultimate crash course in business from marketing to economics to international business to puzzling intangibles like corporate culture and leadership styles this compact book launches the fast forward mba series with a rapid fire overview of the basics of business what's the difference between a manager and a leader what is the lowdown on all of the restructuring and reengineering hype how do the numbers from accounting play into overall strategy what are the big and small of economics these are just a few of the timely topics explored here and in the soon to be signature style of the series it presents this information in a mix of cases examples and quick and concise chapters that make it easy to find answers fast virginia o brien marblehead massachusetts is a freelance writer and editor paul a argenti hanover new hampshire is a professor at the amos tuck school of business at dartmouth university a regular consultant to fortune 500 companies he is the co author of the portable mba desk reference

The Portable MBA in Finance and Accounting

2009-10-08

the most comprehensive and authoritative review of b school fundamentals from top accounting and finance professors for years the portable mba series has tracked the core curricula of leading business schools to teach you the fundamentals you need to know about business without the extreme costs of earning an mba degree the portable mba in finance and accounting covers all the core methods and techniques you would learn in business school using real life examples to deliver clear practical guidance on finance and accounting the new edition also includes free downloadable spreadsheets and web resources if you're in charge of making decisions at your own or someone else's business you need the best information and insight on modern finance and accounting practice this reliable information packed resource shows you how to understand the numbers plan and forecast for the future and make key strategic decisions plus this new edition covers the effects of sarbanes oxley applying ethical accounting standards and offers career advice completely updated with new examples new topics and full coverage of topical issues in finance and accounting fifty percent new material the most comprehensive and authoritative book in its category teaches you virtually everything you'd learn about finance and accounting in today's best business schools whether you're thinking of starting your own business or you already have and just need to brush up on finance and accounting basics this is the only guide you need

MBA In A Week

2016-01-07

mba in a week is a simple and straightforward way to get the edge in business giving you everything you really need to know in just seven short chapters every day it focuses on one area of mba study from global business finance and accounting to strategy marketing and operations management this book distils the most practical business insights of an mba into easy to digest bite sized chunks giving you a basic knowledge and understanding of the key concepts together with practical and thought provoking exercises whether you choose to read it in a week or in a single sitting mba in a week is your fastest route to success sunday global business pressures and change monday finance economics and accounting tuesday entrepreneurship ethics and social responsibility wednesday strategy and marketing thursday operations management friday organizational behaviour and human resources management saturday research and change management about the series in a week books are for managers leaders and business executives who want to succeed at work from negotiating

and content marketing to finance and social media the in a week series covers the business topics that really matter and that will help you make a difference today written in straightforward english each book is structured as a seven day course so that with just a little work each day you will quickly master the subject in a fast changing world this series enables readers not just to get up to speed but to get ahead

The 30 Day MBA

2011-08-03

drawing on the twelve core disciplines of business including business law economics marketing and finance this second edition of the hugely successful the 30 day mba shows you to use key business concepts and tools to assess business decisions and implement strategy you will be able to create your own management information resource centre giving you access to business information on markets and competitors research data and case studies as well as hundreds of free business tools to help you carry out analyses importantly it will equip you with the knowledge and confidence to take part in strategic decisions alongside mba graduates now including a thorough explanation of the break even analysis the tool for making cost volume pricing and profit decisions and case studies detailing economically resilient brands with particular focus on developing countries the 30 day mba second edition places mba skills within reach of all professionals and students

The Ultimate MBA Book

2018-08-23

if you want to be the best you have to have the right skillset from finance and strategy to leadership and marketing the ultimate mba book is a dynamic collection of tools techniques and strategies for success discover the main themes and key ideas you need and bring it all together with practical exercises this is your complete mba course about the series ultimate books are for managers leaders and business executives who want to succeed at work from marketing and sales to management and finance each title gives comprehensive coverage of the essential business skills you need to get ahead in your career written in straightforward english each book is designed to help you quickly master the subject with fun quizzes embedded so that you can check how you re doing

The Portable MBA in Entrepreneurship

2004

a new and improved edition of the entrepreneur s bible an update of the highly respected bestseller the portable mba in entrepreneurship third edition covers everything that an entrepreneur needs to know to start and run a venture

The Portable MBA in Entrepreneurship

2009-12-02

a totally updated and revised new edition of the most comprehensive reliable guide to modern entrepreneurship for years the portable mba series has tracked the core curriculum of leading business schools to teach you everything you need to know about business without the cost of earning a traditional mba degree the portable mba in entrepreneurship covers all the ins and outs of entrepreneurship using real life examples and handy tools to deliver clear honest practical advice on starting a successful business if you re planning to start your own business you d best start with the facts this reliable information packed resource shows you how to identify good business opportunities create a business plan do financial projections find financing and manage taxes other topics include marketing selling legal issues intellectual property franchising starting a social enterprise and selling your business completely updated with new examples new topics and full coverage of topical issues in entrepreneurship includes customizable downloadable forms for launching your own business comes with portable mba online a new web site that gives readers access to forms study guides videos presentations and other resources teaches you virtually everything you d learn on entrepreneurship in today s best business

schools whether you re thinking of starting your own business or you already have and just need to brush up on entrepreneurial basics this is the only guide you need

Entrepreneurial Management

2003-12

entrepreneurial management walks you through the myriad tactical and strategic issues that are essential to successfully starting a new business university of chicago professor and start up veteran robert calvin combines his decades of experience and real world knowledge with analyses of today s newest business models to create a proven formula for success from spotting the right opportunity and getting the right financing to differentiating your product service and from the development of proper pricing and targeting programs through strategies for reaching out to customers to create and sustain profitable relationships

The 30 Day MBA in International Business

2011-08-03

as business becomes increasingly reliant on succeeding in export markets the need for specialist knowledge in international trade is at its highest with thorough explanations to describe the current international business environment as well as international case studies which include ikea j d wetherspoon dell amazon and indian car brand tata nano the 30 day mba in international business will boost your knowledge and help you play a more rounded role in shaping the direction of your organization it covers all the essential elements of international trade and business including international marketing strategy managing international organizations and selecting global strategic partners as well as finance accounting and human resource management the 30 day mba in international business is packed with links to free resources from the top business schools as well an online list of sources to keep you informed on all the key business issues

The Portable MBA in Marketing

1998-04-20

companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success increased focus on the bottom line competitive strategies and financial goals divert attention from the primary source of every company s good fortune the customer the portable mba in marketing second edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs preferences and expectations this powerful tool for business success in the twenty first century furnishes bright ambitious managers with a solid grounding in mba level marketing theory and practice fully updated and expanded this new edition emphasizes fresh marketing strategies and cutting edge marketing concepts and techniques that help keep you in touch with your customers it focuses on the key issues facing companies today including how to outperform competitors anticipate future trends improve advertising and sales build customer loyalty and market on the internet witty well written and packed with plenty of new real world examples the portable mba in marketing second edition brings you up to date with the latest marketing ideas and techniques including new negotiation skills for salespeople current marketing strategies innovative approaches to qualitative research that deepen your understanding of your customers hot topics such as cohort marketing person to person marketing and marketing on the internet written by two leading educators marketing consultants and drawing material from the world s finest mba programs the portable mba in marketing second edition covers all the marketing innovations of the past decade in an engaging accessible format that gets you to the information you need quickly and easily it s the fastest way to give yourself the intellectual currency you need to market your products services and ideas at a whole new level the portable mba series the portable mba with over 350 000 copies sold continues to provide instant mba literacy to managers professionals and business owners wiley s portable mba series now takes this idea one step further by providing readers with a continuing business education titles provide comprehensive coverage of the primary business functions taught in mba programs as well as focused coverage of today s vital business topics series titles core curriculum the portable mba third edition the portable mba in economics the portable mba in entrepreneurship second edition the portable mba in

finance and accounting second edition the portable mba in investment the portable mba in management the portable mba in marketing second edition the portable mba in strategy vital business topics real time strategy new product development total quality management second edition psychology for leaders market driven management also available the portable mba desk reference the portable mba in entrepreneurship case studies praise for the portable mba in marketing second edition i m really gung ho about this book if you follow its advice your customers will become your raving fans everyone needs to understand and apply these essential principles to attract and retain delighted customers ken blanchard author of the bestseller the one minute manager helps you keep your eye on the all important marketing ball infused with turbocharged examples and the latest cutting edge concepts you ll learn winning strategies and actions that will propel you successfully well beyond the millennium this fully revised book will do wonders to improve your marketing game scott h creelman executive vice president spalding sports worldwide

The 30 Day MBA in Business Finance

2023-05-03

from business reports and capital structures to risk management and mergers the 30 day mba in business finance offers comprehensive insights from the world s leading finance courses fill the gaps in your knowledge and develop your analytical and decision making skills through this holistic guide to the finance sector covering all of the modules you would find at a top business school it also features an array of fascinating case studies from some of the world s most successful businesses clarifying how these skills drive success with its comprehensive insights and accessible guidance the 30 day mba in business finance is essential reading whether you are a professional looking to accelerate your career or a student interested in expanding your knowledge about the 30 day mba series mbas are expensive demanding and time consuming covering marketing finance and international business this internationally bestselling series offers you the same world class insights and guidance without the costly investment

The Portable MBA in Strategy

2001

over 525 000 copies of the portable mba series sold learn the best new ideas in business strategy from the brightest lights in the field this second edition of the phenomenally successful portable mba in strategy brings you the latest developments in strategic thought analysis and implementation from an all star team of teachers authors and consultants harvard s michael e porter shows you how to enhance competitive advantage through a global strategy c k prahalad explains how to create and leverage core competencies a strategy that has led many organizations to overwhelming success jeffrey sampler of the london business school demonstrates how the internet and the rapidly evolving e business economy challenge many of our fundamental ideas about strategy h kurt christensen and anil gupta map strategy alternatives for the corporate organization and its business units irene duhaime demonstrates the relevance of strategy for small businesses and john f mahon barbara bigelow and liam fahey explore political strategy the need to manage relationships with the concerned segments of the public trade associations governmental agencies community groups and other stakeholders you ll find penetrating insights about strategy making from david collis of yale george day of the wharton school at the university of pennsylvania ellen hart of gemini consulting and many others to take advantage of the newest most innovative most effective ideas in business strategy from minds that thrive on the cutting edge start reading the portable mba in strategy second edition today

The 80 Minute MBA

2013-03-28

slick short funny and focused and more than 4 000 times cheaper than an mba independent the 80 minute mba is your short cut to business brilliance a traditional mba is for either the time rich very wealthy or lucky few with a generous corporate sponsor so what happens if you want to get a hit of high quality business inspiration without spending two years back at school the 80 minute mba is the gateway to fresh thinking in less time than it takes a standard meeting to get past coffee and biscuits managers need the encouragement to think

differently not in the same straight lines the 80 minute mba is an injection of inspiration creative thinking and dynamic approaches which will help you see the world of business differently

The Portable MBA in Management

2002-08-12

insights on management leadership and effective organizations from the experts at the best business schools skills and strategies for leading any organization to success comprehensive up to date and better than ever when the speculative bubble burst in 2000 it exposed a weakness in many firms too much financial engineering and too little leadership and management i strongly recommend this book to those managers who want to learn how to run well managed organizations capable of weathering the inevitable turbulence brought about by intensive competition and rapid changes in markets and technology in one book highly regarded experts in the field of management provide you with the essential lessons you will need to succeed as a leader and manager michael beer cahn's rabb professor of business administration emeritus harvard business school and author of the critical path to corporate renewal for managers to be effective in today's complex world they need to be learners as well as leaders in this remarkable volume a world class collection of professors provides a curriculum for continuous management learning that combines leading edge theory with practical advice every manager from supervisor to ceo should keep this book close at hand ron ashkenas managing partner robert h schaffer associates and coauthor of the boundaryless organization and the ge work out this latest edition of the portable mba in management continues a tradition of some of our greatest thinkers and teachers making their work highly accessible the book will be treasured as a valuable reference as well as a great read len schlesinger chief operating officer the limited inc from the master teachers and scholars of management including david l bradford stanford university anne donnellon babson college stephen l fink university of new hampshire charles j fombrun new york university danna greenberg babson college douglas t hall boston university todd d jick the center of executive development rosabeth moss kanter harvard business school roy j lewicki ohio state university leonard a schlesinger harvard business school r roosevelt thomas jr american institute for managing diversity peter b vaill university of st thomas

The 30 Day MBA in Marketing

2023-05-03

discover the teachings and insights from the world's leading marketing courses with the 30 day mba in marketing from advertising and promotion to buyer behaviour and budgets this comprehensive book includes all of the modules you would find at a top business school allowing you to fill the gaps in your knowledge and develop your creative analytical and decision making skills it also features an array of fascinating case studies from some of the world's most successful businesses clarifying how these skills drive success with its comprehensive insights and accessible guidance the 30 day mba in marketing is essential reading whether you are a professional looking to accelerate your career or a student interested in expanding your knowledge about the 30 day mba series mbas are expensive demanding and time consuming covering marketing finance and international business this internationally bestselling series offers you the same world class insights and guidance without the costly investment

The Portable MBA in Entrepreneurship

1997-02-27

your golden opportunity to get a state of the art education in entrepreneurship in your spare time and at a tiny fraction of the cost of an mba program from an all star team that includes william d bygrave babson college jeffrey timmons harvard university and babson college karl vesper university of washington gerry hills university of illinois chicago robert ronstadt pepperdine university david e gumpert david gumpert communications william wetzel university of new hampshire joel shulman babson college elizabeth gatewood university of houston richard mandel babson college joseph iandiorio iandiorio teska steve spinelli babson college j william petty baylor university bruce kirchhoff new jersey institute of technology julian lange babson college bygrave has assembled a thoughtful and highly usable volume the fundamentals are all here from how to recognize

entrepreneurial opportunity to the development of successful business plans and financial arrangements this book will be on the desk of every aspiring entrepreneur who wants a ready reference with a wealth of information equal to his dreams of entrepreneurial success alfred e osborne jr director entrepreneurial studies center bygrave s book includes all the right stuff the right topics the right applications and the right concepts for the mba student seriously interested in entrepreneurship or providing goods and services to the growth segment of the business world donald l sexton william h davis chair of american free enterprise system ohio state university this book is a keeper the entrepreneur will be referring to it through the startup process and long afterward this will be the bible for those who want to create and grow their own ventures frank hoy dean college of business administration university of texas el paso with the global marketplace now a reality entrepreneurs and small businesses are seizing opportunities at a rate never before equaled new markets emerge almost daily offering boundless potential to those with the vision to see them the courage to pursue them and the persistence to capture them but a keen eye a strong heart and a tenacious temperament do not guarantee success in this swirling maelstrom of competition you ll also need a generous supply of the most precious commodity in the global marketplace knowledge the portable mba in entrepreneurship second edition equips real world entrepreneurs with the same state of the art business knowledge and information taught to mba candidates in top business schools william bygrave has reassembled his all star team of professors consultants and entrepreneurs to expand and update this bestseller every chapter is brought into step with the times through a host of new case studies and examples and the changing legal tax and regulatory climates for small businesses and entrepreneurs are examined and explained as well new and updated topics covered in this indispensable second edition include using the internet as both a source of opportunities and a resource for generating additional revenues discovering the perfect business opportunity creating a business plan financing a business with venture capital or debt financing managing for growth protecting intellectual property harvesting your business amazingly while the portable mba in entrepreneurship second edition brings you the collective wisdom of some of the top guns in the academic and business worlds you don t need an academic background to understand it featuring solid substantive information written in a clear and engaging style this book is your golden opportunity to get a five star education in entrepreneurship at a take out price also available the portable mba in entrepreneurship case studies the portable mba series the portable mba with over 150 000 copies sold continues to provide instant mba literacy to managers professionals and business owners now with the portable mba series wiley takes this idea one step further by providing readers with a continuing business education these titles provide comprehensive coverage of the primary business functions taught in mba programs as well as focused coverage of today s vital business topics series titles core curriculum the new portable mba the portable mba in marketing the portable mba in finance and accounting the portable mba in management the portable mba in entrepreneurship second edition the portable mba in investment the portable mba in strategy the portable mba in economics vital business topics real time strategy new product development total quality management psychology for leaders market driven management also available the portable mba desk reference the portable mba in entrepreneurship case studies

The New Portable MBA

1994-11-04

each chapter in this updated edition has been thoroughly revised to make it current with the most important developments taking place in both the business world and in mba programs across the country includes new coverage on the impact of customer driven organization quality information technology change management and other topics also offers an overview of the core courses taken by first year mba students

The Portable MBA

2003-02-07

table of contents

MBA Management Models

2017-09-29

if you're a student on an mba or management course you'll be expected to demonstrate a knowledge of a range of models this textbook collects together the 45 models most likely to be required summarized in a standard format each entry contains a diagram of the model the principles on which it's based underlying assumptions guidance on application and relevant issues related models and sources of further reference models are organized by subject area accounting business strategy human resources organizational strategy and strategic marketing an alphabetical matrix index means you can find the right model quickly mba management models will be invaluable to students working on written assignments projects case studies or dissertations and to practising managers too

MBA

2016-02-02

this book focuses on the relevant subjects in the curriculum of an mba program covering many different fields within business this book is ideal for readers who want to prepare for a master of business administration degree it provides discussions and exchanges of information on principles strategies models techniques methodologies and applications in the business area

Competing with IT

2017-09-16

competing with it takes a strategic approach to managing the realization of benefits from it with a benefits led approach it emphasizes it as an enabler of business innovation and a means to create value for customers employees and other stakeholders which as a result create value for the organization and deliver competitive advantage designed specifically for the needs of mba students this succinct introductory text provides insight into key principles and offers guidance on how to succeed in practice by building a leadership toolkit for the strategic management of projects and the overall it portfolio underpinned by sound academic theory and linked to best practice it is the ideal mba course text allows students to apply their knowledge and explore real world issues through case studies and examples brings together benefits led and agile approaches to projects in an innovative framework combines extensive practical experience with the latest academic thinking and research

The Personal MBA

2011-02-03

this revised and expanded edition of the bestselling book the personal mba by josh kaufman gives you everything you need to transform your business your career or your working life forever an mba at a top school is an enormous investment in time effort and cold hard cash and if you don't want to work for a consulting firm or an investment bank the chances are it simply isn't worth it josh kaufman is the rogue professor of modern business education feted by everyone from the business media to seth godin and david allen he's torn up the rulebook and given thousands of people worldwide the tools to teach themselves everything they need to know the personal mba teaches simple mental models for every subject that's key to commercial success from the basics of products sales marketing and finance to the nuances of human psychology teamwork and creating systems this book distils everything you need to know to take on the mba graduates and win file this book under no excuses seth godin author of purple cow and linchpin well on its way to becoming a business classic you're pretty much guaranteed to get your money's worth if not much much more jason hesse real business josh kaufman has synthesized the most important topics in business into a book that truly lives up to its title it's rare to find complicated concepts explained with such clarity highly recommended ben casnocha author of my start up life josh kaufman is an acclaimed blogger and consultant who helps people improve their business skills he previously worked at proctor gamble since 2005 josh has been helping people learn about business without remortgaging their lives through his website personalmba.co

The Street Smart MBA

2014-03-01

business schools have long enticed students into their mba programs with the promise that after a short stint spent studying the ins and outs of the business world they will be able to step right into the upper echelons of management or launch a business that soon has them flitting about the world in a private jet sounds great you say sign me up not so fast sure business school might prove a necessary prerequisite for those aiming to gain employment at a large financial institution land a job with a consultancy or accelerate their journey to managerial superstardom at a fortune 500 company but for aspiring entrepreneurs and established business owners alike the truth of the matter is this the ability to get a business off the ground and running successfully is not the byproduct of toiling away in a classroom learning esoteric subjects like the economics of competition rather all it takes to start and run a truly successful business are a few sensible time proven techniques that have been needlessly forgotten in business innovators haste to reinvent the wheel that s why in the street smart mba steve babitsky and james j mangraviti jr encourage you to ditch class or better yet ditch b school altogether and go back to the business basics with a series of ten simple steps that will do more for your company than the letters m b and a ever will there are no forays into game theory in the street smart mba no parables and no intellectualizing instead what you will find is a practical easy to understand step by step business strategy guide that encourages you to revive a handful of basic yet essential practices that many business owners have lost sight of such as building a brand that is so synonymous with quality that you ll be able to maximize your company s profits in no time turning your company s products and services into profits by finding your company a niche working with deadlines and honoring your company s image above all else dealing with customer complaints head on so that you can turn gripes into opportunities doing favors mentoring and sending gifts in order to grow your business network and much more with its emphasis on ten simple yet time honored principles that lead to business success the street smart mba is all the business education that entrepreneurs with great ideas and business owners with the drive to succeed will ever need

The Fast Forward MBA in Finance

1996-05-03

numbers are the language of business this book helps you make sense of them fast john tracy is a master at pulling the meaningful figures out of the pile of numbers generated by the accounting department here he offers a quick review of both the basic financials as well as more advanced accounting tools including income statements and cash flow statements budgeting and evaluating business investment performance capital investment operating ratios benchmarking tools and more readers will not only understand the theory behind all of these topics but see how to apply them in real situations john a tracy boulder colorado is a professor of accounting at the university of colorado at boulder he is the author of the bestselling how to read a financial statement which has sold over 100 000 copies

Mastering Global Business

1999

no business will escape the global economy it s your biggest opportunity and your biggest threat how do you become a global player the complete nba companion in global business has the answers

An MBA in a Book

2023-07-01

this highly visual full color guide covers everything taught on an mba course perfect for mba students or anyone who wants to become a more effective manager filled with flow diagrams timelines case studies and infographics this accessible book presents information in an easy to digest way it covers the curriculum taught in all the top business schools around the world with real life case studies to show the theory in practice discover what drives good business and the key skills and principles which underpin the commercial world

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1999-08-30

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2017-09-16

this book provides a firm grounding in management and financial accounting for mba students and practising managers it focuses on the why as well as the how to equipping managers with the tools and knowledge necessary for generating and interpreting accounts

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2016-02-29

this book describes the essentials of the core topics covered in a top tier mba program the intent is to give the user a broad understanding of the key concepts needed to run a business in one comprehensive volume topics covered include sales and marketing operations management product development risk management business valuation capital structure analysis and the interpretation of financial statements

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2010-05-20

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2017-11-02

discover the secrets and tips to get the business education you need the faster and cheaper way the average debt load for graduates of the top business schools has now exceeded 100 000 for most young professionals this means spending the first half of their career in the red and feeling pressure to take the first position offered to them so that they can start paying off their debt however it doesn't have to be that way author and businesswoman laurie pickard discovered a way to get the business education she needed to land her dream job while avoiding the massive school loans that plague so many in *don't pay for your mba* she shares all that she learned so that others can benefit as well pickard discovered that the same prestigious business schools that offer the mbas so many covet also offer moocs massive online open courses for low or even no cost within these pages you will learn how to define your goals and tailor a curriculum that is geared toward your dream job master the language of business build a strong network choose a concentration and deepen your expertise showcase your nontraditional education in a way that attracts companies don't fall for the lies that pressure countless graduates every year into mba programs and insurmountable debt self-directed online learning can fill gaps in your training position you for promotions and open new opportunities at a fraction of the cost

Mastering Strategy

2000

everyone in business is involved in strategy either formulating it or implementing it using case studies and examples of what leading companies are doing this textbook presents the latest ideas from the world's four top business schools

The Portable MBA in Finance and Accounting

2001-10-25

the latest volume in the bestselling series in today's business environment a knowledge of finance and skills in budgeting and financial planning are more important than ever before totally updated and revised this highly anticipated third edition provides new information on five such key topics as interpreting financial statements information technology in finance planning capital expenditures information technology and your firm business valuation and much more top experts in each field explain the basics of cost volume analysis forecasts and budgets and reveal how to create a winning business plan ideal reading for any manager or executive who needs a refresher course in finance les livingstone phd mba cpa west palm beach fl runs a national consulting firm which specializes in complex business research and expert testimony in large commercial lawsuits he was chairman of the division of accounting and law at babson college theodore grossman wellesley ma is a senior member of the faculty of babson college with an appointment in information technology and accounting

Ten-day MBA, The, Rev.

1999-10-20

steven silbiger has distilled the material of the ten most popular business schools in order to teach readers the language of business at the rate of one easy to understand chapter a day this book will enable readers to absorb the material speak the language and most importantly acquire the confidence and expertise needed to get ahead in the competitive business world

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2017-01-30

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