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The 30 Day MBA covers the essential elements and core disciplines in a top MBA program. The subjects covered include accounting, business history, business law, economics, entrepreneurship, ethics and social responsibility, finance, marketing, operations, organizational behavior, personal development, quantitative and qualitative research and strategy.

~~The 30 Day MBA: Your Fast Track Guide to Business Success ...~~

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

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seize business opportunities and implement strategies successfully.

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The 30 Day MBA demonstrates that going to business school is not the only way to acquire an MBA skill set - and that there are ways to gain the same knowledge, while saving both time and money. This book covers the essential elements and core disciplines in a top MBA program. The subjects covered include accounting, business history, business law, economics, entrepreneurship, ethics and social ...

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The 30 Day MBA in Business Finance draws on 13 fundamental disciplines

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The 30 Day MBA in Marketing gives you all the marketing skills and know-how you would get from an MBA course at a top business school - at a tiny fraction of the cost.

~~The 30 Day MBA in Marketing: Your Fast Track Guide to ...~~

The 30 Day MBA in Marketing provides a complete marketing

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'course' spanning twelve disciplinary areas, and including such hot topics as Buyer behaviour, Marketing strategy, Promotion and advertising, Pricing, Managing the marketing organization and Marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making.

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The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including hot topics such as: buyer behaviour, marketing strategy, promotion and advertising, pricing, managing the marketing organization and marketing and the law. Each chapter includes at least one

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practical real life example to illustrate how marketing concepts apply to business ...

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The 30 Day MBA in Business Finance provides a complete 'course' in

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Business finance, covering thirteen key topics which fall under three main headings - the fundamentals of business finance, corporate capital structures and financial strategies and special topics. Learn what they teach you at the world's top accountancy firms and Business Schools and why it matters to you.

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While there are a precious few exceptions, the early reports on 2018-2019 applications are bleak (see Apps To Major MBA Programs Plunge Again). At Duke Fuqua, full-time applications have fallen by ...

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First Track Guide To Business Success 30 Day Mba Series gives you all the financial and accounting know-how you would get from an MBA course at a top business school or a placement at a top accountancy firm - at a fraction of the cost. The 30 Day Mba DOWNLOAD READ ONLINE File Size : 55,8 Mb Total Download : 393 Author : Colin Barrow language : en

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The thirty-day MBA : learn the essential top business school concepts, skills and language whilst keeping your job and your cash / Colin Barrow. p. cm. Includes index. ISBN 978-0-7494-5412-8 1. Industrial management. 2. Management—Study and teaching. 3. Master of business administration degree. I. Title.

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The 30 Day MBA in Marketing

provides a one-stop comprehensive overview of marketing for small business owners, entrepreneurs, or managers who do not have an MBA degree. This updated second edition offers brand new case studies on Victoria's Secret, Match.com, TomTom, Pizza Hut, and Caterpillar.

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The 30 Day MBA Series demonstrates that going to business school is not the only way to acquire an MBA skill set - and that there are ways to gain the same knowledge, while saving both time and money.

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The second edition of The 30 Day MBA in International Business thoroughly explains the current business environment, offers brand new case studies on IKEA, Ford Motors, Match.com, Shell, and HP, and is packed with links to free online resources. Chapters cover international marketing strategy, managing international organizations, selecting global strategic partners, finance, accounting, and human resource management.

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The 30 Day MBA in Marketing provides a one-stop comprehensive overview of marketing for small business owners, entrepreneurs, or managers who do not have an MBA

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degree. This updated second edition offers brand new case studies on Victoria's Secret, Match.com, ...

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This chapter of Dr. Farran's timeless 1999 "Your 30-Day Dental MBA" identifies competition, price elasticity and common mistakes in designing organizational policies. The entire dental office team will learn the principles of economic theory. The office direction is steered clearly when everyone knows the market place around them.

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The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary

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areas, and including hot topics such as: buyer behaviour, marketing strategy, promotion and advertising, pricing, managing the marketing organization and marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making.

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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.

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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

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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.

Revised edition of the author's The 30 day MBA, 2016.

The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering 13 key topics which fall under three main headings - the fundamentals of

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Business finance, corporate capital structures and financial strategies and special topics. Learn what they teach you at the world's top accountancy firms and Business Schools and why it matters to you. With guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records, this book contains everything you need to eliminate gaps in your financial knowledge, think like a financial strategist and become a top manager.

As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. With thorough

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explanations to describe the current international business environment as well as international case studies which include IKEA, Shell, Innocent Drinks, Ford, Match.com and Ryanair, 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

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all the key business issues.

Business Success 30 Day

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

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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.

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

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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.

This accessible, step-by-step guide to mastering the skills taught in America's top business schools has been a backlist perennial since

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Revised and updated to answer the challenges of a rapidly changing business world, the 4th edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, from corporate ethics and compliance to financial planning and real estate to leadership and negotiation. With more than 400,000 copies sold around the world, this internationally acclaimed guide distills the lessons of the most popular business school courses taught at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Author Steven A. Silbiger delivers research straight from the notes of real MBA students attending these top programs today—giving you the tools you need to get ahead in

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The 10th anniversary edition of the bestselling foundational business training manual for ambitious readers, featuring new concepts and mental models: updated, expanded, and revised. Many people assume they need to attend business school to learn how to build a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The Personal MBA 10th Anniversary Edition provides a clear overview of the essentials of every major business topic: entrepreneurship, product development, marketing, sales,

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negotiation, accounting, finance, productivity, communication, psychology, leadership, systems design, analysis, and operations management...all in one comprehensive volume. Inside you'll learn concepts such as: The 5 Parts of Every Business: You can understand and improve any business, large or small, by focusing on five fundamental topics. The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. 4 Methods to Increase Revenue: There are only four ways for a business to bring in more money. Do you know what they are? Business degrees are often a poor investment, but business skills are always useful, no matter how you acquire them. The Personal MBA will help you do great work, make good

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decisions, and take full advantage of your skills, abilities, and available opportunities--no matter what you do (or would like to do) for a living.

'This is an invaluable guide for any manager looking to apply MBA thinking in the real world. Strongly recommended.' Gordon Seabright, Director of the Eden Project 'Packed with insights, tools, tips, cases and know-how, this easy-to-read book will accelerate your ability to deal with challenging management issues. A must for every manager.' Jessica Pryce-Jones, Joint CEO, iOpener Institute for People and Performance 'This fantastic book will help you to challenge the mental barriers of the status quo.' Peter Meier, CEO, Kuoni Travel Holding Ltd Transform your career and revolutionise how you

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work with the very best learning from the world ' s leading business schools. Delivering many of the key benefits of a top-notch business education, without the hefty price tag and big time investment, The Every Day MBA will guide, challenge and inspire you to better results, wherever you are in your career. Use the powerful combination of the best business models with your own experience and awareness to quickly develop the same game-changing thinking, tactical behaviours and dynamic strategies that MBA graduates know really work. Find out what it really takes to be a leader in business and use MBA thinking to take your business knowledge and practice to a brilliant new level – today, tomorrow and every day.

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