

File Type PDF The Ten Day Mba A Step By Step  
Guide To Mastering The Skills Taught In Americas  
Top Business Schools

# *The Ten Day Mba A Step By Step Guide To Mastering The Skills Taught In Americas Top Business Schools*

'Anyone who has ever wished they attended a top-ten MBA school now has an alternative. Silbiger's The 10-Day MBA. It distils the basics of a top MBA programme. It's interesting, informative and certainly cheaper. I recommend it!' Tom Fischgrund, author of The Insider's Guide to the Top Ten Business Schools A business classic, The 10-Day MBA

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provides an invaluable guide for all the people who do not have the time or resources to take a full-time business degree, or who require a short revision aid. Internationally acclaimed, this carefully structured and easy-to-read course will enable you to understand the concepts and jargon used in the business world without having to leave your desk. Here is your chance to become familiar with the key tools and theories taught at Harvard and Stanford and other leading business schools - in just ten days!

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

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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

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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;

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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.

Updated for today's digital, global environment, MBA in a DAY 2.0 presents fundamental business concepts and principles--as taught in today's best MBA programs--in an easy

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to read, understandable manner.

The best minds in business—at your service MBA in a Box brings together some of the best brains in business who show how the core curriculum of an MBA program works in the real world. People like Michael Porter, Rosabeth Moss Kanter, Adrian J. Slywotzky, Warren Bennis, and Bill George give you a box full of ideas and tools that can boost your career and help you add value to your organization. For example:

- Why finance is not just about manipulating numbers but of immense importance in sustaining growth, building widespread wealth, and creating jobs.
- The profit zone and how to tell if a business is in one.
- The skill of turning an idea or invention into a product that solves a problem for a market.
- Merging

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the need of business to produce and grow with the environment so they are both sustained. • The latest thinking in marketing about branding, pricing, reversing a product's life cycle, and turning what has become a commodity into a specialty. • And much more.

## Cryptography Decrypted

Think, perform and earn like a top business school graduate  
Summary of Steven Silbiger's The Ten-Day MBA by Milkyway  
Media

## The Street Smart MBA

A Guide to the Project Management Body of Knowledge  
(PMBOK® Guide) – Seventh Edition and The Standard for  
Project Management (RUSSIAN)

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The Personal MBA 10th Anniversary Edition

The Faster, Cheaper, Better Way to Get the Business Education  
You Need

Ben Casnocha discovered he was entrepreneur at age 12 and hasn't slowed down since. In this remarkably instructive book, Ben dissects the entrepreneurship "gene," explaining that everyone has inherited it if they have an idea to make the world a better place. In Casnocha's case, he found a better way for city governments to communicate with constituents on the Web. Six years later, Comcate has dozens of municipal clients, a growing staff, and a record of excellence. This book is the story of his start-up, but also a conversation



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with his mentors, clients and fellow entrepreneurs about how to make a business idea work?and how to have the time of your life trying. From Pat Lencioni to Marc Benioff of salesforce.com, Ben has won over the best and brightest of the business world?now it's your turn!

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

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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

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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 10-Day MBAA step-by-step guide to mastering the skills taught in top business schools Hachette UK

A Wall Street Journal Bestseller "...this guide provides readers with much more than just early careers advice; it can help everyone from interns to CEOs." — a Financial Times top title You've landed a job. Now what? No one tells you

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how to navigate your first day in a new role. No one tells you how to take ownership, manage expectations, or handle workplace politics. No one tells you how to get promoted. The answers to these professional unknowns lie in the unspoken rules—the certain ways of doing things that managers expect but don't explain and that top performers do but don't realize. The problem is, these rules aren't taught in school. Instead, they get passed down over dinner or from mentor to mentee, making for an unlevel playing field, with the insiders getting ahead and the outsiders stumbling along through trial and error. Until now. In this practical guide, Gorick Ng, a first-generation college student and Harvard

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career adviser, demystifies the unspoken rules of work. Ng distills the wisdom he has gathered from over five hundred interviews with professionals across industries and job types about the biggest mistakes people make at work. Loaded with frameworks, checklists, and talking points, the book provides concrete strategies you can apply immediately to your own situation and will help you navigate inevitable questions, such as: How do I manage my time in the face of conflicting priorities? How do I build relationships when I ' m working remotely? How do I ask for help without looking incompetent or lazy? The Unspoken Rules is the only book you need to perform your best, stand out from

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your peers, and set yourself up for a fulfilling career.

What a (Very) Young CEO Learned on His Journey  
Through Silicon Valley

MBA in a Book

How to turn world-class business thinking into everyday  
business brilliance

The Ultimate Sales Machine

A Step-By-step Guide To Mastering The Skills Taught In  
America's Top Business Schools

The Ten-Day MBA 3rd Ed.

Driving Business Strategies with Data Science

Companies flying high on economic good

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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

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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.



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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

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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 450,000 copies sold, continues to provide instant "MBA literacy" to

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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

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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  
Whether you are an employee, a manager, an  
entrepreneur or a CEO, The Sustainable MBA

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Second Edition provides the knowledge and tools to help you 'green' your job and organization, to turn sustainability talk into action for the benefit of your bottom line and society as a whole. Based on more than 150 interviews with experts in business, international organizations, NGOs and universities from around the world, this book brings together all the pieces of the business and sustainability puzzle including: What sustainability is, why you should be interested, how to get started, and what a sustainable

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organization looks like. A wide range of tools, guidelines, techniques and concepts that you can use to implement sustainability practices. Information on how to be a sustainability champion or intrapreneur in your organization including how to sell these ideas to your team and how to incorporate them into any job. A survey of the exciting trends in sustainable business happening around the world. A wealth of links to interesting resources for more information. The Sustainable MBA Second Edition is

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organized like a business school course, allowing you easy access to the relevant information you need about sustainability as it relates to Accounting, Economics, Entrepreneurship, Ethics, Finance, Marketing, Organizational Behavior and HR, Operations and Strategy. The Sustainable MBA Second Edition has been updated to reflect global developments in this evolving field to remain the definitive guide to sustainable business. Additional resources to accompany the book are available at [www.thesustainablemba.com](http://www.thesustainablemba.com).

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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



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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 10-Day Hotel Management offers

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invaluable insights and handholds every  
aspiring professional in the hospitality  
sector through a step- by- step guide to  
Hotel Management Fundamentals WHAT YOU  
WILL LEARN IN THIS BOOK: Fundamentals of  
Hotel Management Professional Hotel  
Terminology Management Concepts THIS BOOK  
SERVES: Those doing INTERVIEW PREPARATION  
Those who want to revise HOTEL BASICS  
Beginners who are about to join HOTEL JOB  
To learn KEY MANAGEMENT CONCEPTS To brush  
up knowledge FOR EXAM PREPARATIONS  
A Step-by-Step Guide to Mastering the Sk

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A Step-By-Step Guide To Mastering The  
Skills Taught In America's Top Business  
Schools

A Business Guide to Sustainability

MBA in a Box

The 10-Day MBA

Practical Ideas from the Best Brains in  
Business

Advani, a former investment banker, has an MBA  
from The Wharton School The author currently runs  
corporate finance training programs at major law  
firms including White & Case, Sullivan & Cromwell,

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and Pepper Hamilton & Sheets

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

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business topic: entrepreneurship, product development, marketing, sales, 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

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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 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. Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project

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without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In *The Lords of Strategy*, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group Bill Bain, creator of Bain & Company Fred Gluck, longtime Managing Director of McKinsey & Company Michael

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Porter, Harvard Business School professor  
Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work. Now totally revised -- the 3rd edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, including leadership, corporate ethics and compliance, financial planning, and real estate. This internationally acclaimed guide



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(more than 200,000 copies sold in the United States and around the world) distills the material 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. Silbiger's research comes straight from the notes of real MBA students attending these top programs today. You will learn how to:

- Read and understand financial statements
- Develop effective and comprehensive marketing plans
- Understand accounting rules and methods
- Manage your relationship with your boss
- Develop corporate strategies
- Understand the present value

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concept Use quantitative techniques to evaluate projects Value stock, bond, and option investments Understand the language of business law Master the most-used MBA jargon At the rate of one easy-to-understand chapter a day, this classic business book enables readers to absorb the material, speak the language, and acquire the confidence and experience needed to succeed in the competitive global business world of the twenty-first century.

Managerial Accounting For Dummies

What You Would Learn at Top-Tier Business Schools  
(if You Only Had the Time!)

The Every Day MBA

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Secrets to Starting Your Career Off Right

Lords of Strategy

Mastering Business with Attitude

The Secret Intellectual History of the New Corporate  
World

**An illustrated "instant MBA" degree  
presented in an engaging, sketch notes-  
style that that covers all the main  
concepts taught in a traditional business  
school program--at a fraction of the cost.  
"A classic."--Jay Conrad Levinson, author  
of Guerrilla Marketing Chet Holmes has  
been called "one of the top 20 change**

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experts in the country." His advice starts with one simple concept: focus! Instead of trying to master four thousand strategies to improve your business, zero in on the few essential skill areas that make the big difference—and practice them over and over with pigheaded discipline. The Ultimate Sales Machine shows you how to tune up and soup up virtually every part of your business by spending just an hour per week on each impact area you want to improve. Like a tennis player who hits nothing but backhands for a few hours a

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week to perfect his game, you can systematically improve each key area. With his real-life examples and a trademark tell-it-like-it-is style, Holmes offers proven strategies for:

- Management: Teach your people how to work smarter, not harder
- Marketing: Get more bang from your Web site, advertising, trade shows, and public relations
- Sales: Perfect every sales interaction by working on sales, not just in sales

The Ultimate Sales Machine will put you and your company on a path to success and help you

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stay there!

This accessible, step-by-step guide to mastering the skills taught in America's top business schools has been a backlist perennial since publication. It dispenses MBA skills at one percent of the cost, in all the major topics taught at America's "top ten" business schools. MBA applicants and students use it to prepare for entrance interviews and tests; businesspeople, lawyers, and doctors use it to gain the MBA advantage without the time or the expense. This revised edition

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includes updated sales, salary, and company information throughout. It also discusses areas such as the Internet, game theory, activity-based accounting, and advances in information technology. For the 300,000 budding MBAs annually and for anyone else who wants to "walk the walk and talk the talk" of the MBA, this is the ultimate MBA book of knowledge.

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

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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. But 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. And 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



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offer the MBAs so many covet also offer MOOCs (massive online open courses) for low or even no cost. By picking the right classes from the best schools, she gained the skills she needed and avoided the debt she could not afford to take on. The most difficult part was knowing how to begin and where to look. So she has provided this resource for other self-starters, career changers, and budding entrepreneurs so that they can best learn how to navigate the expanding universe of online education. Within these pages, learn how

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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 up new opportunities--at a fraction of the

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cost!

**The Sustainable MBA**

**An Entire MBA in 1 Course**

**Big Data MBA**

**Turbocharge Your Business with Relentless  
Focus on 12 Key Strategies**

**10 Proven Strategies for Driving Business  
Success**

**The Effective Manager**

**Ten-day MBA, The, Rev.**

A clear, comprehensible, and practical guide to the essentials of computer cryptography, from Caesar's Cipher through modern-day public key. Cryptographic capabilities like detecting imposters and

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stopping eavesdropping are thoroughly illustrated with easy-to-understand analogies, visuals, and historical sidebars. The student needs little or no background in cryptography to read *Cryptography Decrypted*. Nor does it require technical or mathematical expertise. But for those with some understanding of the subject, this book is comprehensive enough to solidify knowledge of computer cryptography and challenge those who wish to explore the high-level math appendix.

'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

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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 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

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and every day.

**\*\* ACCORDING TO BUSINESS INSIDER:** "Getting your MBA has never been easier. Haroun is one of the highest rated professors on Udemy, so you can expect to be in good hands through the course of your education." **\*\*** This is the book version of the popular Udemy.com course called "An Entire MBA in 1 Course." From the Author of "101 Crucial Lessons They Don't Teach You in Business School," which Forbes magazine calls "1 of 6 books that all entrepreneurs need to read right now." This book will teach you everything you need to know about business....from starting a company to taking it public. Most business books are significantly outdated. This book leverages many online resources and makes the general business, accounting and finance process very easy to understand (and enjoyable too)! There are many incredibly

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engaging and entertaining video links in the book to YouTube and other sources; 'edutainment' works! Although this book is close to 400 pages, I tried to visualize the content of this book as much as possible as this is a more impactful and enjoyable way to learn (think Pinterest versus the tiny words in the Economist)! The contents of this book are all based on my work experience at several firms, including Goldman Sachs, the consulting industry at Accenture, a few companies I have started, the hedge fund industry where I worked at Citadel and most recently, based on my experience at a prominent San Francisco based venture capital firm. I also included many helpful practical business concepts I learned while I did an MBA at Columbia University and a Bachelor of Commerce degree at McGill University. Think of this book as a "greatest hits" business summary from my MBA, undergraduate

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business degree, work experience in consulting, equities, hedge funds, venture capital and starting my own companies. As the title of this book suggests, this is an entire MBA in one book; it's also a practical manual to help you accomplish your business career goals. I have minimized "boring theoretical concepts" in this book in order to keep it as close to reality as possible. I hope you enjoy it! In addition to teaching at 4 universities in the San Francisco Bay Area, you can find other courses that I teach online at [www.udemy.com/user/chris-haroun/](http://www.udemy.com/user/chris-haroun/).

The easy way to master a managerial accounting course Are you enrolled in a managerial accounting class and finding yourself struggling? Fear not! Managerial Accounting For Dummies is the go-to study guide to help you easily master the concepts of this challenging course. You'll discover the basic concepts, terminology,



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and methods to identify, measure, analyze, interpret, and communicate information in the pursuit of an organization's goals. Tracking to a typical managerial accounting course and packed with easy-to-understand explanations and real-life examples, *Managerial Accounting For Dummies* explores cost behavior, cost analysis, profit planning and control measures, accounting for decentralized operations, capital budgeting decisions, ethical challenges in managerial accounting, and much more. Covers the key concepts and tools needed to communicate accounting information for managerial decision-making within an organization Plain-English explanations of managerial accounting terminology and methods Tracks to a typical college-level managerial accounting course *Managerial Accounting For Dummies* makes it fast and easy to grasp the concepts needed to score your highest in a managerial

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accounting course.

MBA In A Day

My Start-Up Life

What You Would Learn At Top-Tier Business Schools (If You  
Only Had The Time!)

The Portable MBA

Two Years of Business School Packed Into One Priceless Book of  
Pure Awesomeness

The Portable MBA in Marketing

Instant MBA

Integrate big data into business to drive competitive  
advantage and sustainable success Big Data MBA brings  
insight and expertise to leveraging big data in business so  
you can harness the power of analytics and gain a true

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business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to “think like a data scientist” as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the

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predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to “think like a data scientist” Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and

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analytics to make better decisions.

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