

## Mba In A Day What You Would Learn At Top Tier Business Schools If Only Had The Time Steven Stralser

Tim Moore's summer job in the moving business led to the creation of the largest, coast-to-coast moving company in Canada -- AMJ Campbell Van Lines. With 48 offices, Tim's company generated \$125 million in sales. Today, as one of Canada's most successful businessmen, Tim is able to spot and mentor future entrepreneurs. Dozens of ordinary people were tutored by Tim to become successful business operators, and often, millionaires themselves. With his latest venture, Premiere Executive Suites, Tim has progressed from a single condo in Halifax to 400+ suites and townhouses in eight cities across Canada -- in less than five years! In this book, he provides practical advice on how to start and run a successful business. Some of the chapters include "Creating a Second Successful Business," "Real Estate . . . Always a Good Investment," "Partners -- and How to Choose Them," "Nice Guys Finish First," and "Making Your Business Stand Out from the Competition."

The 30 Day MBA in Marketing provides a complete marketing '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. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. This book includes detailed information on how to find and analyse market data on any business or market anywhere and online appendices that provide an invaluable guide to finding further information and free resources on each topic covered.

A savvy one-stop guide to the essentials of marketing in our increasingly entrepreneurial society. Packed with tables, flowcharts, diagrams, quotes, real-life marketing scenarios, and case studies, this book provides information that can quickly and easily be applied to everyday business situations.

'Anyone who has ever wished they attended a top-ten MBA school now has an alternative. Silbiger's The 10-Day MBA. It distills 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 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!

MBA Day by Day will revolutionise how you work with the very best learning from the world's leading business schools. Learn how to apply MBA strategies, models and thinking to transform your career. An MBA can boost your salary, increase your professional reputation and expand your networking opportunities but it 's also very expensive. MBA Day by Day delivers many of the key benefits of a top-notch business education, without the hefty price tag and big-time investment and 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

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develop the same game-changing thinking, tactical behaviours and dynamic strategies that MBA graduates know really work. Covering leadership, decision making, strategy, marketing and finance, you'll find out what it really takes to be a leader in business and use MBA strategies, models and thinking to take your business knowledge and practice to a brilliant new level - today, tomorrow and every day. 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 to read, understandable manner.

Why spend two years in an expensive MBA program when you can learn most of what you need to succeed in a fraction of the time? The Ten-Day MBA (1993) by Steven Silbiger provides the basics of a business school education without the prohibitive time and cost commitment of a formal program... Purchase this in-depth summary to learn more.

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 30 Day MBA in Business Finance 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.

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.

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.

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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 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.

Now in one affordable guide, Vault provides an annual up-to-date overview of major MBA career paths.

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 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, move out of your disciplinary straight jacket and become a top manager.

EP Series: MBA for Executives is Practical, useful and easily accessible. Very useful for every businessman and nonprofit organization, from the smallest business to the largest corporation.

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The all-inclusive guide to exceptional project management that is trusted by hundreds of thousands of readers—now updated and revised The Fast Forward MBA in Project Management: The Comprehensive, Easy to Read Handbook for Beginners and Pros, 6th Edition is a comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you the answers you need now. You'll find cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-after skills and pitfalls you should watch out for. This sixth edition now includes: A brand-new chapter on project quality A new chapter on managing media, entertainment, and creative projects A new chapter on the project manager's #1 priority: leadership A new chapter with the most current practices in Change Management Current PMP certification study tips Readers of The Fast Forward MBA in Project Management also receive access to new video resources available at the author's website. The book teaches readers how to manage and deliver projects on-time and on-budget by applying the practical strategies and concrete solutions found within. Whether the challenge is finding the right project sponsor, clarifying project objectives, or setting realistic schedules

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and budget projections, The Fast Forward MBA in Project Management shows you what you need to know, the best way to do it, and what to watch out for along the way.

According to the Brookings Institute, an organization's information and other intangible assets account for over 80 percent of its market value. As the primary sponsors and implementers of information security programs, it is essential for those in key leadership positions to possess a solid understanding of the constantly evolving fundamental conc

The inside information that marketers and social mediapractitioners have been dying to get their hands on... It seems like every day another self-appointed social media "guru" appears on the scene, offering to sell you his or her "surefire" cure for what ails you. Don't you think it's time you heard from the real experts—i.e., folks like you who are responsible for delivering their companies' social media strategies? Based on extensive interviews with marketing, media and networking professionals at many of today's most admired brands and companies, The Social Media MBA in Practice provides you with detailed examples of the social media strategies in place at ADP, Allianz, Barclaycard, Cisco, Confused.com, Dell, Electrolux, F5, GettyImages, giffgaff, Go-Ahead Group, HCL, Hobart, Honda, Israel Foreign Office, LivingSocial, Macmillan, Nationwide, NHL Minnesota Wild, Nokia, Play.com, PwC, Rentokil, Sony Mobile and Xerox. This book offers: The most comprehensive set of "blueprints" available in one book for delivering social media strategies more successfully. Includes in-depth case studies packed with hand-on advice that you can put to work in your company immediately. Covers all-important strategic social media activities - from improving relationships with customers to generating more sales, product testing to team building.

"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 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.

An illustrated "instant MBA" degree presented in an engaging, sketch notes-style that covers all the main concepts taught in a traditional business school program--at a fraction of the cost.

This book aims to deliver both the concepts and the practical examples managers need to succeed -- especially the thousands of specialists who excel in a specific discipline but are now asked to shoulder broader management responsibilities. This book goes beyond the basics to zero in on practical applications like cultivating or changing a corporate culture, evaluating the firm's management expertise, decision-making methodologies and harnessing the power of "creative tension." The idea is to present the content equivalent of an MBA in management in an accessible way, using facts, statistics, and data that directly apply to situations the average reader is likely to face day-to-day as a manager.

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All too often, a simple lack of understanding of fundamental business concepts is enough to prevent capable scientists and engineers from receiving otherwise deserved promotions. These days, technical merit and hard work alone no longer guarantee upward mobility. For scientists and engineers with aspirations of moving up the corporate ladder a keen grasp of business basics is a must. Presenting concepts in a manner that is easily accessible, *The Executive MBA for Engineers and Scientists* covers the business principles and applications that today's technical managers need to know. The book touches upon all the essentials, including marketing, sales, finance, manufacturing, and accounting. It details technical considerations including quality control, technical services, and R & D and highlights how to effectively integrate business concepts with technical considerations. Examples based on the author's experience working in the pharmaceutical industry and with the Food and Drug Administration illustrate how similar situations can occur in other industries and explain how to solve the problems using the same techniques. This easy-reading reference not only facilitates the understanding required of today's technical professional but also provides a time-saving reference for business men and women on the move upward in sales, marketing, and manufacturing who need to expand their knowledge of technical functions. From break-even analysis to technical quality control, this practical guide arms you with the business savvy required to walk into your next meeting with confidence and walk out with an increased sense of accomplishment.

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, 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 as an online list of sources to keep you informed on all the key business issues.

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

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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 primer enables professionals with technical expertise to collaborate with their business-side colleagues. Emphasizing brevity and clarity, it gives technical staff answers to their most pressing questions about economics, finance, marketing, strategic decision-making, accounting, management, and related subjects. It does not offer condensed 1st year MBA courses; instead, it presents streamlined concepts and insights that are easy enough to be accessible and challenging enough to hold one's interest. Its examples from pharma, IT, aircraft/navigation, and other industries highlight problems that technical professionals face daily. Written by "one of them," its credibility makes it more useful than Internet resources. Because it concentrates on pragmatic (as opposed to academic) approaches to business, it empowers technical staff to stay with the conversation--and take it to a higher level. Bertrand C. Liang, MD, PhD, MBA, is Managing Director of LCC Ventures and Executive Director of Pfenex, Inc. He is trained in molecular biology and genetics (PhD) and is a clinician (MD) with subspecialty training in neurology and oncology, and serves as a Visiting University Professor at Liaoning He University, Shenyang, China. Creates frameworks and builds concepts enabling technical staff to work with their business colleagues Delivers content for pragmatic, immediate use, not condensed presentations of subjects from first year MBA curriculum Extends readers' grasp by posting additional resources at a freely-available website

Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.

\*\* 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 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

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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 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/).

'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 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.

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.

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 (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

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your boss Develop corporate strategies Understand the present value 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.

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In MBA in Action you will discover how MBA models can help you to a clearer understanding of the business issues you face. You can use them to analyse the structures and data you already have to refine your business strategy. They are not simply classroom exercises, MBA models really work if you know how to apply them in the real world! In this book you will also find lessons from real business situations – turnarounds, cash problems, development, buying, selling, merging, and closing companies – and each situation is illuminated by an MBA model. Essential reading for anyone considering – or already doing – an MBA and to the general business community and business students. MBA in Action aims to demystify MBA jargon and inject some humour into business life Through MBA in Action you will benefit from John's insight into a practitioner's experience of running different businesses for over 30 years, thus providing business education, MBA education and, importantly, knowledge of how to apply this theory in the real world.

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