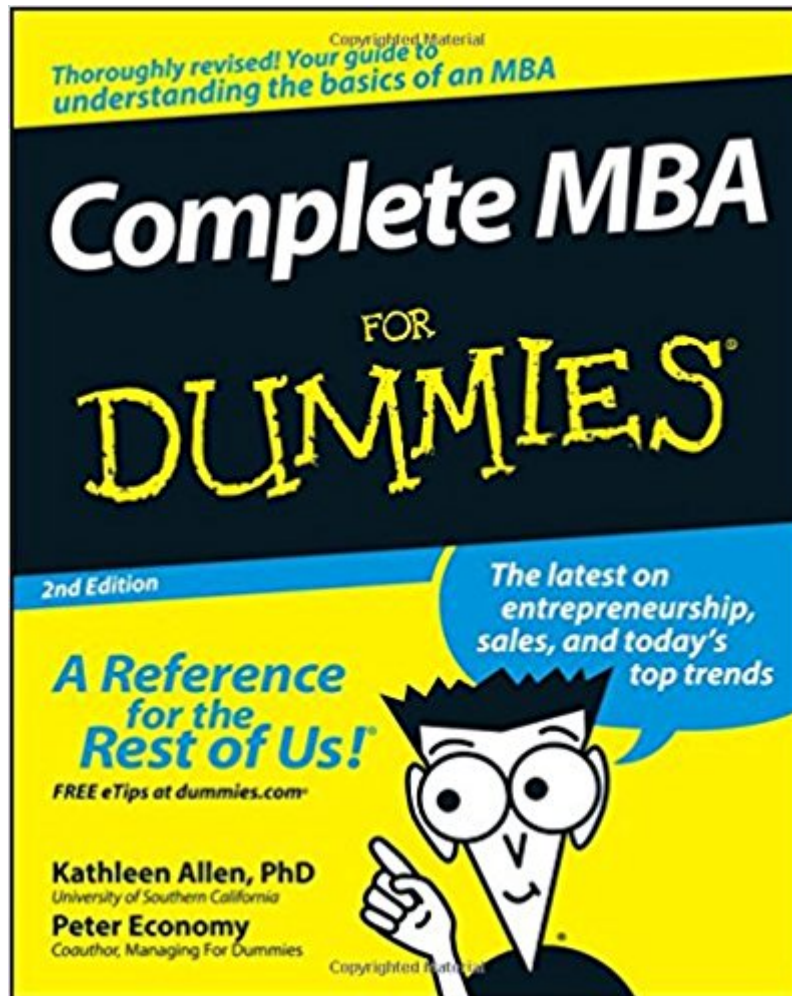




The book was found

Complete MBA For Dummies



Synopsis

Want to get an MBA? The Complete MBA For Dummies, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. This fun, easy-to-access guide is full of useful information, tips, and checklists that will help you lead, manage, or participate in any business at a high level of competence. You'll find out how to use databases to your advantage, recognize and reward your employees, analyze financial statements, and understand the challenges of strategic planning in a global business environment. You'll also learn the basic principals of accounting, get a grip on the concepts behind stocks and bonds, and find out how technology has revolutionized everything from manufacturing to marketing. Discover how to:

- Know and respond to your customers' needs
- Handle budgets and forecasts
- Recruit and retain top people
- Establish and run employee teams
- Use Sarbanes-Oxley to your company's advantage
- Negotiate with the best of them
- Build long-term relationships with clients
- Avoid common managerial mistakes
- Improve cash flow
- Market your products and services
- Make the most of your advertising dollar

Once you know what an MBA knows, the sky's the limit. Read The Complete MBA For Dummies, 2nd Edition, and watch your career take off!

Book Information

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Reference

Customer Reviews

"with this friendly guide, everyone can sample the benefits of an MBA education in a fraction of the time and at much less cost"(Business a.m., 5 November 2002)

Covers key trends in marketing, selling, and advertising Qualify for an MBA and succeed in any business Want to get an MBA? This practical, plain-English guide covers all the basics of a top-notch MBA program, helping you navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. THE DUMMIES WAY® Explanations in plain English "Get in, get out" information Icons and other navigational aids Online cheat sheet Top ten lists A dash of humor and fun Discover how to: Know your customer's needs Handle budgets and forecasts Recruit and retain top people Understand Sarbanes-Oxley Be a successful negotiator Get Smart!@www.dummies.com Find listings of all our books Choose from many different subject categories Sign up for eTips atetips.dummies.com

Doesn't really dive into the actual components and contents taught to you for an MBA, it's mostly general knowledge if you were wanted to start a small business.

Bingo

Very good stuff! Love it!

But barely. It was, however, well written and presented. I was looking for a bit of information on MBA course content and this book IMHO is makes a good intro

Really, this is an all in one MBA book, the 'dummies' will throw you off, it's a really comprehensive and smart business book!

Awesom insight into how businesses are suppose to work. There should be a law requiring all business owners to read this book.

Very good for beginners. VERY BASIC.

This book helped me in so many ways. I am a student taking business classes and this book helped to break down information so that I could understand it better.

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