

The 30 Day Mba Learn The Essential Top Business School Concepts Skills And Language Whilst Keeping Your Job And Your Cash

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This practical guide also incorporates external reading and resources, online library and information sources, case examples and links to online self-assessment tests to help you keep track of your learning achievements. The 30 Day MBA will enable you to take part in strategic decision making within your company, on an equal footing with MBA graduates. This accessible and in-depth new title places MBA skills within reach of all professionals in both large and small organisations and is ...

The 30 Day MBA: Learn the Essential Top Business School...

The 30 Day MBA: Learn the Essential Top Business School Concepts, Skills and Language Whilst Keeping Your Job and Your Cash Colin Barrow 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.

The 30 Day MBA: Learn the Essential Top Business School...

Now with a new concept for each chapter - including crowdfunding, digital marketing, business incubators and the 80/20 principle - The 30 Day MBA also provides coverage of the key optional modules: Mergers and Acquisitions and International Business. New case studies include Chilango, TomTom, Heinz, Hotel Chocolat, Shell, The Card Factory and Addidas among others.

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

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30-day_mba_aw.qxd:Layout 1 4/3/09 09:50 Page 1 The Thirty-Day MBA will show you how to use key business concepts and tools to assess a business situation, and make and implement successful decisions.

The 30 Day Mba Learn The Essential Top Business School...

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...

In 2009, author Colin Barrow gave us The thirty-day MBA : learn the essential top business school concepts, skills and language whilst keeping your job and your cash. It was further suffocation from the unscrupulous sub-genre that surely reached its nadir when spawning the 5-minute MBA that I openly-mouthed blogged about a while back. This guide...

The 30 Day MBA: Why MBAe Suck

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 ...

The 30 Day MBA: Learn the Essential Top Business School...

The 30 Day MBA: Learn the Essential Top Business School Concepts, Skills and Language Whilst Keeping Your Job and Your Cash: Barrow, Colin: Amazon.sg: Books

The 30 Day MBA: Learn the Essential Top Business School...

The 30 day MBA: learn the essential top business school concepts, skills and language whilst keeping your job and your cash.

The 30 day MBA: learn the essential top business school...

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.

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

The 30 Day MBA: Learn the Essential Top Business School Concepts, Skills and Language Whilst Keeping Your Job and Your Cash by Colin Barrow (Paperback, 2009) Be the first to write a review. The lowest-priced brand-new, unused, unopened, undamaged item in its original packaging (where packaging is applicable).

The 30 Day MBA: Learn the Essential Top Business School...

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

The 30 Day MBA in Marketing—Kogan Page

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.

The 30 Day MBA Series—Kogan Page

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The 30 day MBA: learn the essential top business school...

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.

The 30 Day MBA—Kogan Page

Editions for The 30 Day MBA: Your Fast Track Guide to Business Success: 0749475005 (Paperback published in 2016), 0749454121 (Paperback published in 2009...

Editions of The 30 Day MBA: Your Fast Track Guide to...

The 10-Day MBA is an essential business reference, summarising a top business school education in one audio collection. Steven Silbiger devotes a concise chapter to each discipline you will encounter on an MBA course - marketing, ethics, accounting, organisational behaviour, quantitative analysis, finance, operations, economics and strategy.