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social responsibility,
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research and analysis and
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The 30 Day MBA demonstrates
that going to business
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edition provides guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records.

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selec. As domestic business
becomes increasingly reliant
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markets, the need for
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international trade is
crucial.

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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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Degree Is In Crisis~~

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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

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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 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.

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business history, business
law, economics,
entrepreneurship, ethics and
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operations management,
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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,

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Track, 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 Marketing

provides a complete

marketing 'course' spanning

twelve disciplinary areas,

and including hot topics

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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. 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

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book includes detailed information on how to find and analyse market data on any business or market anywhere and online resources that enable you to test your own knowledge. It also provides an invaluable guide to finding further information and free resources on each topic covered.

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

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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

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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

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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 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

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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 the 'break-even' analysis - the

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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 publication. It dispenses MBA skills at one percent of the cost, in all the major topics taught at America's "top ten" business

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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 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.

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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

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the essentials of every
major business topic:

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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

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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 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.

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