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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,

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operations, organizational behavior, personal development, quantitative and qualitative research and strategy.

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

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.

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The 30 Day MBA demonstrates that going to business school is not the only way to

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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 ...

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The 30 Day MBA in Business Finance draws on 13 fundamental disciplines that form the basis of a modern MBA finance course. This revised and updated second 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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~~Your Fast Track Guide ...~~

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.

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

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~~

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~~Track Guide to ...~~

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 ...

~~The 30 Day MBA in Marketing~~ Kogan Page

The second edition of The 30 Day MBA in International Business covers all of the essential elements of international trade and business, including international marketing strategy, managing international organizations, selec. As domestic business becomes increasingly reliant on succeeding in export markets, the need for

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specialist knowledge in international trade is crucial.

~~The 30 Day MBA in International Business: Your Fast Track ...~~

The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering thirteen 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.

~~The 30 Day MBA in Business Finance—Kogan Page~~

While there are a precious few exceptions, the early reports on 2018-2019 applications are bleak (see Apps To Major MBA Programs Plunge Again).At Duke

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Finance, full-time applications have fallen by ...

~~It's Official: The M.B.A. Degree Is In Crisis~~

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. The 30 Day Mba
DOWNLOAD READ ONLINE File Size : 55,8 Mb Total Download : 393 Author : Colin Barrow language : en

~~Download [PDF] The 30 Day Mba In Business Finance eBook~~

The thirty-day MBA : learn the essential top business school concepts, skills and language whilst keeping your job and your cash / Colin Barrow. p. cm. Includes index. ISBN 978-0-7494-5412-8 1.

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Industrial management. 2.
Management Study and teaching. 3.
Master of business administration degree.
I. Title.

~~The 30 day MBA - SlideShare~~

The 30 Day MBA in Marketing provides a one-stop comprehensive overview of marketing for small business owners, entrepreneurs, or managers who do not have an MBA degree. This updated second edition offers brand new case studies on Victoria's Secret, Match.com, TomTom, Pizza Hut, and Caterpillar.

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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

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~~The 30 Day MBA Series — Kogan Page~~

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 resources. Chapters cover international marketing strategy, managing international organizations, selecting global strategic partners, finance, accounting, and human resource management.

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Business: Your Fast Track ...~~

The 30 Day MBA in Marketing provides a one-stop comprehensive overview of marketing for small business owners, entrepreneurs, or managers who do not have an MBA degree. This updated second

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edition offers brand new case studies on Victoria's Secret, Match.com, ...

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This chapter of Dr. Farran's timeless 1999 "Your 30-Day Dental MBA" identifies competition, price elasticity and common mistakes in designing organizational policies. The entire dental office team will learn the principles of economic theory. The office direction is steered clearly when everyone knows the market place around them.

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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

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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 eBook by Colin Barrow ...~~

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.

If you want to accelerate your career development and transform your skillset,

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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

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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 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,

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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.

Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this third 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. Now with a new concept for each chapter - including crowdfunding, digital marketing, business incubators and the 80/20 principle - it also provides coverage of the key optional modules: Mergers and Acquisitions and International Business. New case studies include Volkswagen Group China, Google in China, IKEA, Meraki, Ocado, Ford, IBM and

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McDonalds among others. Including a range of free online resources that enable you to revise and test your knowledge, this bestselling classroom-free guide is brimming with models, international case studies and practical applications of key theories, placing MBA skills within reach of all professionals and students.

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, J.D. Wetherspoon, Dell, Amazon and Indian car brand Tata Nano, 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

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

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

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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 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.

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

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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.

Laptops, smart phones, and tablet PCs have made today's business owner more mobile than ever, but life on the go also makes it more difficult to stay organized, be productive, and focus on promoting one's business. *30 Days to Virtual Productivity Success* is the busy business owner's guide for getting more done with less time, making productive contacts online, and using the power of the Internet to turn productivity into profits. It's an easy-to-read, quick-to-implement resource to maximize time and effort. Author Gail Z. Martin has a 26-year marketing career with extensive experience in virtual and traditional promotion. Her unrelenting

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travel schedule has made her a whiz at managing her personal and professional life with online productivity tools. Using a short chapter/quick exercise format, 30 Days to Virtual Productivity Success introduces you to the 30 Day Results System. Thus armed, you'll discover a wide variety of online and mobile programs and applications to boost productivity and increase visibility. 30 Days to Virtual Productivity Success is a perfect next step for those who have read the first two 30 Day Results Guide books, but it is an easily accessible and a powerful tool for those just discovering the series.

The home is the most popular place for start-ups. With the rate of new business start ups being unaffected by the recession, more than a quarter of a million people in the UK start a business from home each

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year and four times that number giving it serious consideration. Entrepreneurs need little more than a laptop and a telephone line to start off with, but when the new business starts to expand they face the challenge of staying at home without sacrificing their growth potential. Starting a Business from Home identifies business opportunities, gives advice on preparation and set up, and how you run, control and manage its growth. Now with extra exercises and end of chapter advice, this new edition includes: researching the market, business ownership and title issues, raising the money and managing finances, building and operating a website, bringing a product to market and starting up overseas. With appendices giving home-based business ideas and sources of help, as well as advice on research, getting the business started and an indication of how much money could be made out of each

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business, Starting a Business from Home is an invaluable practical guide for the aspiring entrepreneur.

For aspiring entrepreneurs and business owners, the possibilities are limitless. The flexibility, freedom and cost-effectiveness that starting-up in the home offers means that more and more entrepreneurs are choosing this as the best location to agilely launch their business. Starting a Business from Home gives you the valuable advice you need on how to run a successful business from your own desk and, crucially, how to rise to the challenge of business expansion. Packed with practical advice, Starting a Business From Home covers how to research your market, business ownership and titles issues, raising money and managing your finances, building and operating a website, writing a business plan, preparing your

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accounts, taking your product to market and expanding overseas - all from your home. Exercises, end of chapter actions and technical resources in the appendices mean that this is the ultimate practical guide for home-based entrepreneurs. Case studies from around the world showcase best practice and provide inspirational stories from successful businesses that began in the home.

Entrepreneurs need to be financially literate. The most common cause of business failure is poor financial control stemming from an ignorance of the basics of business finance. Practical Financial Management is intended to help those who find business finance confusing. Now in its eighth edition, it continues to provide advice on proper financial planning and control, and reinforces essential points through the use of questions within each

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section. Beginning with an introduction to the key financial statements, it moves on to look at the tools of financial analysis - the keys to controlling a business successfully. The final part of the book deals with business planning and budgeting, a vital area of business finance as most new ventures cannot get off the ground without a business plan, and existing businesses cannot expand. Now with more examples and explanations of key terms, as well as information on loans for small businesses and guidance on how to analyze business accounts, Practical Financial Management is an invaluable read for aspiring entrepreneurs and those already in business. This book could mean the difference between success and failure.

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