

## The Portable Mba In Management

An updated edition provides coverage of such topics as leadership, building high-performance teams, managing individual behavior, negotiating strategically, and managing human resources.

In organizations today, getting work done requires political and collaborative skills. That's why the first edition of this book has been widely adopted as a guide for consultants, project leaders, staff experts, and anyone else who does not have direct authority but who is nevertheless accountable for results. In this revised edition, leadership gurus Allan Cohen and David Bradford explain how to get cooperation from those over whom you have no official authority by offering them help in the form of the "currencies" they value. This classic work, now revised and updated, gives you powerful techniques for cutting through interpersonal and interdepartmental barriers, and motivating people to lend you their support, time, and resources.

Mastering Business Negotiation is a handy resource for any leader or manager who needs practical strategies and ideas when conducting business negotiations. Grounded in solid research, the authors - experts in the field of business negotiation - reduce the huge volume of available information into an accessible handbook for busy executives who need to prepare for everyday negotiations as well as for more demanding and complex negotiation situations. Mastering Business Negotiation offers down-to-earth advice for learning to play the negotiation game and shows how to: Understand the game so you can better control what happens Predict the sequence of negotiation activities and move from disagreement toward agreement Identify the strategies and tactics of other players in the game. Apply the rules of the game - the "do's and don'ts" that will ultimately lead to success

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.

A Hard Look at the Soft Practice of Managing and Management Development

The Portable MBA in Strategy

The Portable MBA in Finance and Accounting

A World-class Business Education in a Single Volume

An Essential Business Companion

A Business Week, New York Times Business, and USA Today Bestseller "Ambitious and readable . . . an engaging introduction to the oddsmakers, whom Bernstein regards as true humanists helping to release mankind from the choke holds of superstition and fatalism."

—The New York Times "An extraordinarily entertaining and informative book." —The Wall Street Journal "A lively panoramic book . . .

Against the Gods sets up an ambitious premise and then delivers on it." —Business Week "Deserves to be, and surely will be, widely read."

—The Economist "[A] challenging book, one that may change forever the way people think about the world." —Worth "No one else could

have written a book of such central importance with so much charm and excitement." —Robert Heilbroner author, The Worldly Philosophers

"With his wonderful knowledge of the history and current manifestations of risk, Peter Bernstein brings us Against the Gods. Nothing like it will come out of the financial world this year or ever. I speak carefully: no one should miss it." —John Kenneth Galbraith Professor of Economics Emeritus, Harvard University

In this unique exploration of the role of risk in our society, Peter Bernstein argues that the notion of bringing risk under control is one of the central ideas that distinguishes modern times from the distant past. Against the Gods chronicles the remarkable intellectual adventure that liberated humanity from oracles and soothsayers by means of the powerful tools of risk management that are available to us today. "An extremely readable history of risk." —Barron's "Fascinating . . . this challenging volume will help you understand the

uncertainties that every investor must face." —Money "A singular achievement." —Times Literary Supplement "There's a growing market for

savants who can render the recondite intelligibly-witness Stephen Jay Gould (natural history), Oliver Sacks (disease), Richard Dawkins

(heredity), James Gleick (physics), Paul Krugman (economics)-and Bernstein would mingle well in their company." —The Australian

An updated and revised edition of a bestselling guide to project management The first edition of The Fast Forward MBA in Project Management sold over 100,000 copies and has been widely adopted in university courses and corporate training programs around the world.

The book teaches the basic methods for defining, planning, and tracking a project, as well as techniques for leading and building strong project teams. This new edition includes: Downloadable, customizable project management forms Study aids for passing the popular Project

Management Professional certification exam Guidelines for building high-performance project teams New examples of project management

at work in the 21st century Eric Verzuh (Seattle, WA) is certified by the Project Management Institute and is President of The Versatile Company, which delivers project management training and consulting services to such companies as Adobe Systems, Inc., GE, Lockheed

Martin, Nordstrom, and the United States Postal Service. He is also the author of The Portable MBA in Project Management (0-471-26899-2), from Wiley.

A reference for prospective entrepreneurs covers such topics as identifying sound business opportunities, creating a business plan,

calculating financial projections, working with venture capital and debt financing, getting assistance, marketing, and the Internet. Reprint.

The all-inclusive guide to exceptional project management The Fast Forward MBA in Project Management is the comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you answers you

need now. You'll find the 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 the pitfalls you should watch out for. This new fifth edition features new case studies, new information on engaging stakeholders, change management, new guidance on using Agile techniques, and new content that integrates

current events and trends in the project management sphere. Project management is a complex role, with seemingly conflicting demands that must be coordinated into a single, overarching, executable strategy — all within certain time, resource, and budget constraints. This book

shows you how to get it all together and get it done, with expert guidance every step of the way. Navigate complex management issues

effectively Master key concepts and real-world applications Learn from case studies of today's leading experts Keep your project on track, on

time, and on budget From finding the right sponsor to clarifying objectives to setting a realistic schedule and budget projection, all across

different departments, executive levels, or technical domains, project management incorporates a wide range of competencies. 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.

The Portable MBA

The Portable MBA in Project Management

The Fast Forward MBA in Project Management

Your Fast Track Guide to Business Success

Lessons from the Front Lines of Business

Each chapter in this updated edition has been thoroughly revised to make it current with the most important developments

place in both the business world and in MBA programs across the country. Includes new coverage on the impact of customer

organization, quality, information technology, change management and other topics. Also offers an overview of the core cour

by first-year MBA students.

The latest volume in the popular management series introduces a series of practical methods for competing to win in today's marketplace while laying the foundation for tomorrow's success.

"Scenarios are now a part of every successful manager's toolkit. This book is the first comprehensive guide to the latest dev in scenario thinking written by today's leading practitioners in the field." -Napier Collyns, a pioneer of scenario planning at Dutch/Shell now Managing Director, Glocal Business Network (GBN) "In twenty years of helping companies create and plan for

futures, I have never come across a book that dealt with the use of scenario-based planning as comprehensively as this one.

Kelley CEO, IDEO Product Development the creators of the Apple Mouse "This book is the greatest reference today on scenario planning-the preeminent tool for those who believe that the future belongs to those with the imagination to create it. The c

of scenario planning and strategy formulation can be a wondrous right brain process that galvanizes teams with a compelling and common purpose." -David E. Schnedler Director, Corporate Planning Sun Microsystems, Inc. "Organizations must create

intellectual and organizational tension around distinctly different views of the future. Learning from the Future demonstrates scenarios are ideally suited to generate such tension and how to use scenario learning as a steppingstone to superior strate

-Richard Pascale, Associate Fellow of Oxford University and author of Managing on the Edge: How the Smartest Companies U Conflict to Stay Ahead "An invaluable guide to the mind-stretching benefits of scenarios that are fully embedded in the strate

thinking process. It should be required reading for any management team embarking on scenario development so they can re benefits and evade the pitfalls." -George Day, Geoffrey T. Boisi Professor and Director of the Huntsman Center for Global

Competition and Innovation Wharton School, University of Pennsylvania

Presents in-depth discussions of investment principles and the development of diverse, profitable portfolios, including how to objectives, evaluate assets, manage risks, measure performance, and analyze the behavior of today's markets.

Financial & Managerial Accounting for MBAs

Against the Gods

The Comprehensive, Easy-to-Read Handbook for Beginners and Pros

Practical Ideas from the Best Brains in Business

A Working Guide to Making Deals and Resolving Conflict

**For MIS specialists and nonspecialists alike, a comprehensive, readable, understandable guide to the concepts and applications of decision support systems.**

**In this sweeping critique of how managers are educated and how, as a consequence, management is practiced, Henry Mintzberg offers thoughtful and controversial ideas for reforming both. "The MBA trains the wrong people in the wrong ways with the wrong consequences," Mintzberg writes. "Using the classroom to help develop people already practicing management is a fine idea, but pretending to create managers out of people who have never managed is a sham." Leaders cannot be created in a classroom. They arise in context. But people who already practice management can significantly improve their effectiveness given the opportunity to learn thoughtfully from their own experience. Mintzberg calls for a more engaging approach to managing and a more reflective approach to management education. He also outlines how business schools can become true schools of management.**

**The crucial link between theory and practice In The Portable MBA in Entrepreneurship Case Studies you'll meet people who have used the business theories and practices presented in The Portable MBA in Entrepreneurship to start and run their own entrepreneurial ventures. You'll get a real sense of what it takes to conceive, develop, finance, and operate a business, and how particular elements, such as business plans and financial forecasts, function in the real world. These case studies cover a broad variety of service and product industries: retail, wholesale, mail order, and Internet. You'll discover the trials and rewards of starting a travel agency, launching a new glass-cleaning product, setting up a fashion Web site, and selling women's hosiery through direct mail. Other studies cover ventures in the computer industry, the restaurant business, automobile service franchising, and business consulting. Each case study is illustrated with exhibits -- financial statements, business plans, sample contracts, and more -- and many are supplemented with end-of-chapter questions that help you analyze the viability of each entrepreneurial venture and test your ability to respond to the challenges you'll face in pursuit of your own entrepreneurial dreams.**

**"This is a first-rate book by a first-rate group of scholars. It provides a clear distillation of some very powerful new concepts and integrates [them] into a practical general management framework that will help managers meet the challenges of the 21st century." -W. Carl Kester James R. Williston Professor of Business Management Harvard Business School. "The Portable MBA is an outstanding resource. Every prospective MBA student should read it to jump-start their course work; every practicing manager, even those with MBAs, would also profit greatly from time spent with this excellent book." -Dennis E. Logue, Steven Roth Professor of Management The Amos Tuck School, Dartmouth College. "An excellent launching pad for anybody interested in an overview of the state of business administration in the 1990s . . . an indispensable guide for the beginner and seasoned manager alike." -L. L. Marlantes, President and CEO The Rockefeller Group. "The Portable MBA will appeal to those who recognize that the tired old rules of business no longer apply in today's rapidly changing global environment. This book offers students and business professionals an up-to-date approach that integrates all the key functional areas of the business enterprise." -John D. Finnerty, PhD, Partner, Coopers & Lybrand LLP Professor of Finance, Fordham University. "[The Portable MBA] offers an interdisciplinary, succinct, and practical approach to tools, concepts, and emerging trends facing executives who compete in the global economy." -Barry D. Leskin National Head of Human Resources Ernst&Young, London. The**

Portable MBA, Third Edition offers you an opportunity to learn the cutting-edge business theory and practice now being taught at today's top MBA programs. Written by faculty members of the prestigious Darden School at the University of Virginia, and structured around that school's world-renowned general management program, this completely new edition reflects the most important current trends in MBA education, namely cross-functional management, leading from the middle, alliance management, and an understanding of global trade and investing. Like its predecessors, The Portable MBA, Third Edition delves into all the core material covered in the first year of a typical MBA program: marketing, economics, business ethics, technology, strategy, and human resources management to select a few. But here the authors take an integrated approach, highlighting concepts that cross functional lines and responsibility and provide an enterprise-wide perspective. In addition, numerous case studies, vignettes, and first-person accounts from managers and executives at leading companies create a richer understanding of business transformation. Finally, this updated version contains capstone material that highlights the challenges facing the twenty-first-century manager building customer value, creating new paradigms for managing in periods of turbulence, and managing technology. In the grand tradition of the internationally bestselling Portable MBA Series, The Portable MBA, Third Edition brings the insight and wisdom of some of the world's top business educators to the comfort of your favorite reading chair.

Peopleware

Decision Support Systems

Total Quality Management

The Portable MBA in Entrepreneurship Case Studies

How I Did It

**Powerful stories from the world's top CEOs to help prepare you for the hard decisions ahead. The essays in How I Did It teach and inspire. Pulled directly from the pages of one of the most popular columns in Harvard Business Review, these essays offer firsthand accounts of the most difficult management challenges faced by the men and women who occupy the corner office. It's the next best thing to sitting down and talking face-to-face with these corporate leaders. You'll hear from renowned global leaders including: Kevin Ryan, Gilt Groupe Mindy Grossman, HSN Kevin Plank, Under Armour Daniel P. Amos, Aflac Pramod Bhasin, Genpact Eric Schmidt, Google Ellen Kullman, DuPont Patrizio Bertelli, Prada Pierre Omidyar, Omidyar Network Jorge Cauz, Encyclopaedia Britannica Richard Gelfond, IMAX Let these potent stories of strategic thinking—and often bold and unconventional action—be your guide as you step into your own future as a leader.**

**Stresses the importance of strong management commitment, and discusses training, daily management, cross-functional management, and policy management**

**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!**

**A reference work containing facts, statistics and formulae which explains the key topics in accounting, economics, finance, international business, management, marketing and manufacturing. It is also a directory providing demographics for over 50 different business topics.**

**The Fast Forward MBA in Technology Management**

**Mastering Business Negotiation**

**The Mobile MBA**

**The Portable MBA in Marketing**

**The Remarkable Story of Risk**

Your golden opportunity to get a state-of-the-art education in entrepreneurship in your spare time and at a tiny fraction of the cost of an MBA program . . .  
. . . From an all-star team that includes: William D. Bygrave, Babson College . . . Jeffrey Timmons, Harvard University and Babson College . . . Karl Vesper,

University of Washington . . . Gerry Hills, University of Illinois, Chicago . . . Robert Ronstadt, Pepperdine University . . . David E. Gumpert, David Gumpert Communications . . . William Wetzel, University of New Hampshire . . . Joel Shulman, Babson College . . . Elizabeth Gatewood, University of Houston . . . Richard Mandel, Babson College . . . Joseph Iandiorio, Iandiorio & Teska . . . Steve Spinelli, Babson College . . . J. William Petty, Baylor University . . . Bruce Kirchoff, New Jersey Institute of Technology . . . Julian Lange, Babson College. "Bygrave has assembled a thoughtful and highly usable volume. The fundamentals are all here . . . from how to recognize entrepreneurial opportunity to the development of successful business plans and financial arrangements. This book will be on the desk of every aspiring entrepreneur who wants a ready reference with a wealth of information equal to his dreams of entrepreneurial success." —Alfred E. Osborne, Jr. Director, Entrepreneurial Studies Center "Bygrave's book includes all the right stuff: the right topics, the right applications, and the right concepts for the MBA student seriously interested in entrepreneurship or providing goods and services to the growth segment of the business world." — Donald L. Sexton, William H. Davis Chair of American Free Enterprise System, Ohio State University "This book is a 'keeper.' The entrepreneur will be referring to it through the startup process and long afterward. This will be the bible for those who want to create and grow their own ventures." —Frank Hoy Dean, College of Business Administration, University of Texas, El Paso With the global marketplace now a reality, entrepreneurs and small businesses are seizing opportunities at a rate never before equaled. New markets emerge almost daily, offering boundless potential to those with the vision to see them, the courage to pursue them, and the persistence to capture them. But a keen eye, a strong heart, and a tenacious temperament do not guarantee success in this swirling maelstrom of competition. You'll also need a generous supply of the most precious commodity in the global marketplace—knowledge. The Portable MBA in Entrepreneurship, Second Edition equips real-world entrepreneurs with the same state-of-the-art business knowledge and information taught to MBA candidates in top business schools. William Bygrave has reassembled his all-star team of professors, consultants, and entrepreneurs to expand and update this bestseller. Every chapter is brought into step with the times through a host of new case studies and examples, and the changing legal, tax, and regulatory climates for small businesses and entrepreneurs are examined and explained as well. New and updated topics covered in this indispensable Second Edition include: Using the Internet as both a source of opportunities and a resource for generating additional revenues Discovering the perfect business opportunity Creating a business plan Financing a business with venture capital or debt financing Managing for growth Protecting intellectual property Harvesting your business Amazingly, while The Portable MBA in Entrepreneurship, Second Edition brings you the collective wisdom of some of the top guns in the academic and business worlds, you don't need an academic background to understand it. Featuring solid, substantive information written in a clear and engaging style, this book is your golden opportunity to get a five-star education in entrepreneurship at a take-out price. Also available, The Portable MBA in Entrepreneurship Case Studies. The Portable MBA Series The Portable MBA, with over 150,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Now, with the Portable MBA Series, Wiley takes this idea one step further by providing readers with a continuing business education. These titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics. SERIES TITLES: Core Curriculum The New Portable MBA The Portable MBA in Marketing The Portable MBA in Finance and Accounting The Portable MBA in Management The Portable MBA in Entrepreneurship, Second Edition The Portable MBA in Investment The Portable MBA in Strategy The Portable MBA in Economics Vital Business Topics Real-Time Strategy New Product Development Total Quality Management Psychology for Leaders Market-Driven Management Also Available The Portable MBA Desk Reference The Portable MBA in Entrepreneurship Case Studies

Covers the key topics taught in America's top MBA programs and provides concentrated seminars on everything from accounting to marketing to quantitative techniques. Taught by a team assembled from the nation's best business schools, including Harvard, Wharton, Columbia, Stanford and MIT. Designed to be the virtual equivalent of the first year in a leading MBA program. Covers managing people, quantitative tools, managerial economics, accounting, financial management, human resource management, marketing management, information technology, operations/production management, and strategic management.

Shortlisted for the CMI Management Book of the Year Competition 2011, Commuters' Read Category The Mobile MBA delivers all the knowledge you need to fast track your career — this is your portable business coach, explaining MBA skills, models and applications and showing you how to put the grand theory and big talk into practice. Packaged with 11 Skill-Pills, one for each chapter of the book, these can be downloaded to your smart phone, tablet or computer so you can get access to up-to-date advice on the move so you can apply your new skills where and when you need them.

It's not that Cy Charney opposes MBA and other types of academic training. It's just that he feels academic training doesn't go far enough -- that it fails to prepare people for what life as a manager is really like. Now Charney has published the ninth book in his lifelong campaign to bridge this gap -- a gap that he believes is particularly challenging in today's instant, multi-tasking, change-intensive world of work. In Just-in-Time Management, he shares 950-plus pieces of practical advice under the headings of: Be Productive Increase Your Influence Inspire and Motivate Staff Manage Effectively Every Day Deal with Employee Challenges Lead Strategically Take Care of Yourself

Learning from the Future

The Portable MBA in Management

Influence Without Authority

112 Skills to Take You Further, Faster

Psychology for Leaders

*The author is well-renowned and highly successful. Figures and examples are revised and spreadsheet ready templates are provided. Offers quick tips and cutting-edge ideas. Totally revised new edition of a highly successful book.*

*A totally revised new edition of the bestselling guide to business school basics The bestselling book that invented the "MBA in a book" category, The Portable MBA Fifth Edition is a reliable and information-packed guide to the business school curriculum and experience. For years, professionals who need MBA-level information and insight-but don't need the hassle of business school-have turned to the Portable MBA series for the very best, most up-to-date coverage of the business basics. This new revised and expanded edition continues that long tradition with practical, real-world business insight from faculty members from the prestigious Darden School at the University of Virginia. With 50 percent new material, including new chapters on such topics as emerging economies, enterprise risk management, consumer behavior, managing teams, and up-to-date career advice, this is the best Portable MBA ever. Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy. Every chapter is totally updated and seven new chapters have been added on vital business topics Includes case studies and interactive web-based examples Whether you own your own small business or work in a major corporate office, The Portable MBA gives you the comprehensive information and rich understanding of the business world that you need.*

*Revised edition of the author's The 30 day MBA, 2016.*

*Written by faculty members, covers first year MBA program topics such as marketing, economics,*

and management; and includes case studies, an entrepreneurship guide, and discussion about the future of business.

*The Portable MBA Desk Reference*

*The New Portable MBA*

*The Portable MBA in Entrepreneurship*

*The 30 Day MBA*

*The Portable MBA in Investment*

The most comprehensive and authoritative review of B-School fundamentals—from top accounting and finance professors For years, the Portable MBA series has tracked the core curricula of leading business schools to teach you the fundamentals you need to know about business—without the extreme costs of earning an MBA degree. The Portable MBA in Finance and Accounting covers all the core methods and techniques you would learn in business school, using real-life examples to deliver clear, practical guidance on finance and accounting. The new edition also includes free downloadable spreadsheets and web resources. If you're in charge of making decisions at your own or someone else's business, you need the best information and insight on modern finance and accounting practice. This reliable, information-packed resource shows you how to understand the numbers, plan and forecast for the future, and make key strategic decisions. Plus, this new edition covers the effects of Sarbanes-Oxley, applying ethical accounting standards, and offers career advice. □ Completely updated with new examples, new topics, and full coverage of topical issues in finance and accounting—fifty percent new material □ The most comprehensive and authoritative book in its category □ Teaches you virtually everything you'd learn about finance and accounting 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 finance and accounting basics, this is the only guide you need.

Willy Brandt once said that every good leader is also an amateur psychologist. Nowhere is that more true than in today's new breed of business organization. In the high-involvement, high-commitment organization of the 1990s, every manager is called upon to assume the role of leader, and the most successful leaders are those who possess the psychological insight and skills needed to motivate and empower their staffs, facilitate teamwork and cooperation, and unite all those working under them in a common cause. Now Psychology for Leaders arms you with the core psychological knowledge and skills you need to be an effective leader of a department, multilevel organization, or small business. Written by two authors whose considerable expertise spans the worlds of both psychology and business, this book taps into the latest research findings on the psychology of leadership and gives them to you in a highly accessible, action-oriented form. In addition to gaining profound insights into human behavior in the workplace and its underlying motivations, you'll learn how to develop a motivating, uniting bottom line, how to strengthen cooperation, foster teamwork and develop self-managing teams, improve your communication skills, express your feelings more effectively, manage conflict as a means of improving performance and productivity, and much more. In writing Psychology for Leaders, Dean and Mary Tjosvold also drew on material gleaned from interviews with dozens of managers in a wide range of organizations in the U.S. and Canada, Europe and Pacific Asia, as well as their experiences managing their own multimillion dollar health services corporation. As a consequence, throughout this fascinating and instructive book, the authors bring psychological abstractions to life with many inspiring real-life success stories and vignettes that vividly illustrate psychology in action in the workplace. Psychology for Leaders was designed to provide managers with the psychological training they need to be effective leaders. Reading it could very well prove to be one of the most important career moves you'll ever make. In today's "synergistic," team-oriented business organization, every manager is a leader. Now this fascinating and instructive book schools you in the core psychological knowledge and skills that every manager/leader needs to motivate, empower, and unite their people effectively. "I wish this book was available when we were designing a training program for new program managers. Although most leaders are typically content experts, they have not studied the psychology of leadership and this is what seems to cause them problems in their careers. Psychology for Leaders provides insight into these challenges and recommends sound, practical approaches to achieving their business objectives."--Candice L. Phelan, PhD Human Resource Development Lockheed Missiles and Space Co., Inc. Austin Division "Dean and Mary Tjosvold have created a new, distinctly different learning approach to the elusive subject of leadership. Written in everyday, understandable language and richly illustrated with practical cases, it is a valuable guide to developing and enhancing leadership skills. I would urge anyone from the newest to the most experienced manager/executive to read and absorb this book. It will be time profitably spent."--Richard J. Haayen Retired Chairman of the Board & CEO Allstate Insurance Company Executive-in-Residence Southern Methodist University "There are many books about leadership on the market. This one provides insight into the 'whys' behind the actions of successful leaders. It's a practical how-to guide providing value for anyone who wants to accept the leadership challenge."--Sue Elliot Vice President of Human Resources TGI Friday Inc.

Most software project problems are sociological, not technological. Peopleware is a book on managing software projects.

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success.

Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune—the customer. The Portable MBA in Marketing, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations. This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet. Witty, well-written, and packed with plenty of new real-world examples, The Portable MBA in Marketing, Second Edition brings you up to date with the latest marketing ideas and techniques, including: New negotiation skills for salespeople Current marketing strategies Innovative approaches to qualitative research that deepen your understanding of your customers Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, The Portable MBA in Marketing, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level. The Portable MBA Series The Portable MBA, with over 450,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's Portable MBA Series now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics. Series Titles: Core Curriculum The Portable MBA, Third Edition \* The Portable MBA in Economics \* The Portable MBA in Entrepreneurship, Second Edition \* The Portable MBA in Finance and Accounting, Second Edition \* The Portable MBA in Investment \* The Portable MBA in Management \* The Portable MBA in Marketing, Second Edition \* The Portable MBA in Strategy Vital Business Topics Real-Time Strategy \* New Product Development \* Total Quality Management, Second Edition \* Psychology for Leaders \* Market-Driven Management Also Available: The Portable MBA Desk Reference The Portable MBA in Entrepreneurship Case Studies

Improvising Team-Based Planning for a Fast- Changing World

Using Motivation, Conflict, and Power to Manage More Effectively

Strategies and Techniques Proven at Today's Most Successful Companies

Concepts and Resources for Managers

The Personal MBA

**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.

Updates strategic thinking by delivering a wide assortment of empowering tools that not only work but have also been site-tested in more than 50 companies. Also shows members of self-directed teams how to use these tools together to improvise operational strategies. Uses an inside-out and outside-in approach to strategic thinking by paying coincident and equal attention to both organizational capabilities and opportunities in the business environment.

**The Fast Forward MBA in Technology Management** brings you the information you need when you need it most—now! This practical, easy-to-use guide gives you instant access to the cutting-edge ideas and hard-won wisdom of one of today's leading experts on information technology (IT). In short, lively segments using real-world examples, it delivers the facts you need to navigate complex IT issues. You'll find brief descriptions of key concepts, tips on real-world applications, compact case studies, perspectives from industry luminaries, and warnings on how to avoid pitfalls. Here are all the tools you need to make technology work for you and your company. Find out:

- \* Which technologies are most important in running a business today
- \* How to manage the use and direction of your company's technology choices
- \* Ways to measure workplace performance with IT
- \* How leading companies use and manage technology
- \* And much more

**The Portable MBA** From the creators of the bestselling Portable MBA series comes **The Fast Forward MBA**.

- \* A quick way to brush up on new ideas
- \* An easy-to-use format that fits in any briefcase
- \* Real-world information that you can put to use now!

People \* Technology \* Capital Upside

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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
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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 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.

**Complete MBA For Dummies**

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Dies ist der Nachfolgetitel des erfolgreichen "The Fast Forward MBA in Project Management", von dem bislang über 70.000 Exemplare verkauft wurden. "The Portable MBA in Project Management" diskutiert die aktuellsten Themen im Projektmanagement und enthält Beiträge von allen führenden Autoritäten auf diesem Gebiet. Die Beiträge dieser Experten verknüpfen wichtige Ideen mit Originalmaterial und decken alle Trends, alle Themen und alle Aspekte des modernen Projektmanagement ab. Autor Eric Verzuh präsentiert eine Vielzahl von erprobten Techniken für das Managen einzelner Projekte und projektbasierter Unternehmen. Hier erfahren Projektmanager, wie sie die Kraft einzelner Projekterfolge miteinander verbinden können, um das Unternehmen so zu einem höheren Maß an Produktivität und Reaktionsfreudigkeit im Kundenkontakt anzuspornen. "The Portable MBA in Project Management" - der umfassende Ratgeber für erfolgreiches Projektmanagement und ein Muss für jeden ambitionierten Projektmanager. Eric Verzuh ist als Consultant für führende internationale Unternehmen tätig, darunter u.a. Adobe, Boeing, GE und Nordstrom.

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