

The Ten Day Mba 4th Ed A Step By Guide To Mastering Skills Taught In Americas Top Business Schools Kindle Edition Steven Silbiger

'This is an invaluable guide for any manager looking to apply MBA thinking in the real world. Strongly recommended.' Gordon Seabright, Director of the Eden Project 'Packed with insights, tools, tips, cases and know-how, this easy-to-read book will accelerate your ability to deal with challenging management issues. A must for every manager.' Jessica Pryce-Jones, Joint CEO, iOpener Institute for People and Performance 'This fantastic book ?will help you to challenge the mental barriers of the status quo.' Peter Meier, CEO, Kuoni Travel Holding Ltd Transform your career and revolutionise how you work with the very best learning from the world's leading business schools. Delivering many of the key benefits of a top-notch business education, without the hefty price tag and big time investment, The Every Day MBA will guide, challenge and inspire you to better results, wherever you are in your career. Use the powerful combination of the best business models with your own experience and awareness to quickly develop the same game-changing thinking, tactical behaviours and dynamic strategies that MBA graduates know really work. Find out what it really takes to be a leader in business and use MBA thinking to take your business knowledge and practice to a brilliant new level – today, tomorrow and every day.

Advani, a former investment banker, has an MBA from The Wharton School The author currently runs corporate finance training programs at major law firms including White & Case, Sullivan & Cromwell, and Pepper Hamilton & Sheets

The average debt load for graduates of the top business schools has now exceeded \$100,000! For most young professionals, this means spending the first half of their career in the red and feeling pressure to take the first position offered to them so that they can start paying off their debt. But it doesn't have to be that way! Author and businesswoman Laurie Pickard discovered a way to get the business education she needed to land her dream job while avoiding the massive school loans that plague so many. And in Don't Pay for Your MBA, she shares all that she learned so that others can benefit as well.Pickard discovered that the same prestigious business schools that offer the MBAs so many covet also offer MOOCs (massive online open courses) for low or even no cost. By picking the right classes from the best schools, she gained the skills she needed and avoided the debt she could not afford to take on. The most difficult part was knowing how to begin and where to look. So she has provided this resource for other self-starters, career changers, and budding entrepreneurs so that they can best learn how to navigate the expanding universe of online education. Within these pages, learn how to:• Define your goals and tailor a curriculum that is geared toward your dream job• Master the language of business• Build a strong network• Choose a concentration and deepen your expertise• Showcase your nontraditional education in a way that attracts companiesDon't fall for the lies that pressure countless graduates every year into MBA programs and insurmountable debt. Self-directed online learning can fill gaps in your training, position you for promotions, and open up new opportunities--at a fraction of the cost!

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.

You Can't Be Serious

Instant MBA

Two Years of Business School Packed Into One Priceless Book of Pure Awesomeness

Driving Business Strategies with Data Science

The Jewish Phenomenon

The Addicted Brain

Proven Strategies for Getting Up to Speed Faster and Smarter

Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to "think like a data scientist" as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to "think like a data scientist" Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

An illustrated "instant MBA" degree presented in an engaging, sketch notes-style that that covers all the main concepts taught in a traditional business school program--at a fraction of the cost.

The star of the Harold and Kumar franchise, House, and Designated Survivor recounts why he rejected the advice of his aunts and guidance counselors and, instead of becoming a doctor or "something practical," embarked on a surprising journey that has included confronting racism in Hollywood, meeting his future husband, and working in the Obama administration, in this "incredibly joyful and insightful" (Kiefer Sutherland) memoir. You Can't Be Serious is a series of funny, consequential, awkward, and ridiculous stories from Kal Penn's idiosyncratic life. It's about being the grandson of Gandhian freedom fighters, and the son of immigrant parents: people who came to this country with very little and went very far—and whose vision of the American dream probably never included their son sliding off an oiled-up naked woman in the raunchy Ryan Reynolds movie Van Wilder...or getting a phone call from Air Force One as Kal flew with the country's first Black president. "By turns hilarious, poignant, and inspiring" (David Axelrod, New York Times bestselling author), Kal reflects on the most exasperating and rewarding moments from his journey so far. He pulls back the curtain on the nuances of opportunity and racism in the entertainment industry and recounts how he built allies, found encouragement, and dealt with early reminders that he might never fit in. He describes his initially unpromising first date with his now-fiancé Josh, involving an 18-pack of Coors Light and an afternoon of watching NASCAR. And of course, he reveals how, after a decade and a half of fighting for and enjoying successes in Hollywood, he made the terrifying but rewarding decision to take a sabbatical from a fulfilling acting career for an opportunity to serve his country as an Obama White House aide. Above all, You Can't Be Serious shows that everyone can have more than one life story. The book "is insightful, funny, and instructive for anyone who's ever grappled with how they fit into the American dream" (Ronan Farrow, New York Times bestselling author), and demonstrates that no matter who you are and where you come from, you have many more choices than those presented to you. And okay, yes, it's also about how Kal accidentally (and very stupidly) accepted an invitation to take the entire White House Office of Public Engagement to a strip club—because, let's be honest, that's the kind of stuff you really want to hear about.

How to Devise Innovative Digital Products that People Want

Your Fast Track Guide to Business Success

The First 90 Days, Updated and Expanded

MBA in a Book

Don't Pay for Your MBA

Data Science for Business

Now totally revised -- the 3rd edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, including leadership, corporate ethics and compliance, financial planning, and real estate. This internationally acclaimed guide (more than 200,000 copies sold in the United States and around the world) distills the material of the most popular business-school courses taught at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Silbiger's research comes straight from the notes of real MBA students attending these top programs today. You will learn how to: Read and understand financial statements Develop effective and comprehensive marketing plans Understand accounting rules and methods Manage your relationship with your boss Develop corporate strategies Understand the present value concept Use quantitative techniques to evaluate projects Value stock, bond, and option investments Understand the language of business law Master the most-used MBA jargon At the rate of one easy-to-understand chapter a day, this classic business book enables readers to absorb the material, speak the language, and acquire the confidence and experience needed to succeed in the competitive global business world of the twenty-first century. PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide &– Seventh Edition is structured around eight project performance domains.This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes.This edition of the PMBOK® Guide:-Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.);-Provides an entire section devoted to tailoring the development approach and processes;-Includes an expanded list of models, methods, and artifacts;-Focuses on not just delivering project outputs but also enabling outcomes; and- Integrates with PMIstandards+™ for information and standards application content based on project type, development approach, and industry sector.

Titles in Barron's Business Review series are widely used as classroom supplements to college textbooks and often serve as a main textbook in business brush-up programs. Business Law focuses on the importance of legal theory in the everyday business world, explaining such subjects as tort responsibility, government regulations, contracts, environmental law, product liability, consumer protection, and international law, among many other topics. Also discussed in detail are the legal aspects of partnerships, franchises, and corporations, as well as special topics that include business crimes, property as a legal concept, intellectual property, and similar pertinent topics. A study aid labeled Key Terms appears at the beginning of each chapter, and You Should Remember summaries are strategically interspersed throughout the text.

Instant MBA contains top tips for rapid career advancement minus the academic jargon and waffle – taking you straight to the important bits. If you are thinking of doing an MBA but are time-poor, if you can't afford to do an MBA or if you are currently doing an MBA and can't see the wood for the trees, Instant MBA is essential reading.

The Ten-Day MBA 4th Ed.

Business Analysis For Dummies

MBA in a Box

HBR's 10 Must Reads on Strategic Marketing (with featured article ÖMarketing Myopia,Ö by Theodore Levitt)

From the Author of the Udemy. com Course an Entire MBA in 1 Course

The Wall Street MBA: Your Personal Crash Course in Corporate Finance

UX Strategy

Your go-to guide on business analysis Business analysis refers to the set of tasks and activities thathelp companies determine their objectives for meeting certainopportunities or addressing challenges and then help them definesolutions to meet those objectives. Those engaged in businessanalysis are charged with identifying the activities that enablethe company to define the business problem or opportunity, definewhat the solutions looks like, and define how it should behave inthe end. As a BA, you lay out the plans for the processahead. Business Analysis For Dummies is the go to reference onhow to make the complex topic of business analysis easy tounderstand. Whether you are new or have experience with businessanalysis, this book gives you the tools, techniques, tips andtricks to set your project's expectations and on the path tosuccess. Offers guidance on how to make an impact in your organizationby performing business analysis Shows you the tools and techniques to be an effective businessanalysis professional Provides a number of examples on how to perform businessanalysis regardless of your role If you're interested in learning about the tools and techniquesused by successful business analysis professionals, BusinessAnalysis For Dummies has you covered.

How did Norwegian mass murderer Anders Breivik get tangled with global clothier Lacoste? How did Mercedes cross paths with the movie 'Slumdog Millionaire'? That's right. Nobody teaches business management like I do. PERIOD. I combine intrigue, fascination and story telling with world class knowledge in a way that crucial business concepts stick in your memory.

Hello, my name is Ritesh and I was fortunate to attend the #1 Business School in the World for Marketing. Sticker price: \$200k. In this book, I unleash everything I learned. Read on. I promise to not take myself too seriously. Unlike most boring MBA books out there, this book is fun. Like watching episodes of 'MBA Professors Gone Wild'. Full of day-to-day conversational terms like 'shitty', 'sucks', and 'blows' to keep you entertained and awake. We will cover everything from vision formulation and marketing strategy to product-market fit, pricing, distribution, viral marketing, running digital ads, enterprise sales, and campaign effectiveness using analytics. Once you read this book, you will be able to understand very relevant industry speak used by business professionals. For example: Brand Positioning Statement. And how it is used by companies like Amazon and Coca Cola to design Ads that hook us. In case you were wondering, Brand Positioning Statement is a one-liner that reflects your marketing strategy, along with the brief rationale for choosing that strategy. This book answers the top questions that most professionals face today: What are the secrets of building Winning Businesses that grow vigorously on Minimal Marketing? How you I tune pricing, features, messaging & branding to dramatically improve profitability? How can I fix the business that is failing to signup customers even though you are spending big money on marketing? All of this with fun filled facts: Chinese armies in the 5th century were setting fire to the enemy camps late at night. Why? And, what fascinating lesson does it gives is about formulating corporate mission and strategies? Rock and roll song that failed miserably on debut in 1954 went on to become the second best selling number of all time. How? And, what surprising lesson does it teach us about viral marketing .. see more in Viral Digital Advertising. For just \$20/day people are running Facebook marketing campaigns and using insider tricks to make their Ads go Viral. How are they doing it? Find out in Viral Digital Advertising. Enterprise prospect gone cold? How can you use Facebook/Linkedin sniper targeting to wake them up? Learn these pro tricks in Mastering Enterprise Sales. Ikea is making one major mistake in outlining their corporate vision. What is that mistake? Read more inside in Visionary Marketing. Master everything I am going to teach you here. Then, apply these kick-butt skills in your personal life and business. You will be able to make a huge difference. Rich rewards await. I wrote this book for people like us and I cannot wait to see what you will do with it. - Ritesh

** ACCORDING TO BUSINESS INSIDER: "Getting your MBA has never been easier. Haroun is one of the highest rated professors on Udemy, so you can expect to be in good hands through the course of your education." ** This is the book version of the popular Udemy.com course called "An Entire MBA in 1 Course." From the Author of "101 Crucial Lessons They Don't Teach You in Business School," which Forbes magazine calls "1 of 6 books that all entrepreneurs need to read right now." This book will teach you everything you need to know about business...from starting a company to taking it public. Most business books are significantly outdated. This book leverages many online resources and makes the general business, accounting and finance process very easy to understand (and enjoyable too)! There are many incredibly engaging and entertaining video links in the book to YouTube and other sources; 'edutainment' works! Although this book is close to 400 pages, I tried to visualize the content of this book as much as possible as this is a more impactful and enjoyable way to learn (think Pinterest versus the tiny words in the Economist)! The contents of this book are all based on my work experience at several firms, including Goldman Sachs, the consulting industry at Accenture, a few companies I have started, the hedge fund industry where I worked at Citadel and most recently, based on my experience at a prominent San Francisco based venture capital firm. I also included many helpful practical business concepts I learned while I did an MBA at Columbia University and a Bachelor of Commerce degree at McGill University. Think of this book as a "greatest hits" business summary from my MBA, undergraduate business degree, work experience in consulting, equities, hedge funds, venture capital and starting my own companies. As the title of this book suggests, this is an entire MBA in one book; it's also a practical manual to help you accomplish your business career goals. I have minimized "boring theoretical concepts" in this book in order to keep it as close to reality as possible. I hope you enjoy it! In addition to teaching at 4 universities in the San Francisco Bay Area, you can find other courses that I teach online at www.udemy.com/user/chris-haroun/.

Practical ideas from the best brains in Business A sharp, jargon-free guide to the core curriculum of an MBA program, MBA in a Book shows how to master the big ideas of business and use them in a practical way to build and enhance career success. "In the world of business, ideas matter. . . . Some of the sharpest minds in the business world give perceptive looks into innovation, marketing, finance, strategy, and leadership, providing stimulating, useful perspectives on these core topics." —Larry Bossidy, retired chairman and CEO of Honeywell International and coauthor of Execution: The Discipline of Getting Things Done Great business thinkers such as Michael Porter, Rosabeth Kanter, and Bill George of Harvard Business School; Paul Argenti of the Tuck School at Dartmouth; Jeffrey Sonnenfeld of Yale; Peter Senge of MIT; the entrepreneur and inventor Dean Kamen; and the financial innovator Michael Milken are just a few of the best brains in business, providing the intellectual nourishment that will help you play the game of business at the highest level.

What the Best MBAs Know

What You Would Learn at Top-Tier Business Schools (if You Only Had the Time!)

A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Seventh Edition and The Standard for Project Management (RUSSIAN)

Seven Keys to the Enduring Wealth of a People

Lords of Strategy

The Personal MBA 10th Anniversary Edition

Why We Abuse Drugs, Alcohol, and Nicotine

Imagine, if you can, the world of business - without corporate strategy. Remarkably, fifty years ago that's the way it was. Businesses made plans, certainly, but without understanding the underlying dynamics of competition, costs, and customers. It was like trying to design a large-scale engineering project without knowing the laws of physics. But in the 1960s, four mavericks and their posses instigated a profound shift in thinking that turbocharged business as never before, with implications far beyond what even they imagined. In The Lords of Strategy, renowned business journalist and editor Walter Kiechel tells, for the first time, the story of the four men who invented corporate strategy as we know it and set in motion the modern, multibillion-dollar consulting industry: Bruce Henderson, founder of Boston Consulting Group Bill Bain, creator of Bain & Company Fred Gluck, longtime Managing Director of McKinsey & Company Michael Porter, Harvard Business School professor Providing a window into how to think about strategy today, Kiechel tells their story with novelistic flair. At times inspiring, at times nearly terrifying, this book is a revealing account of how these

iconoclasts and the organizations they led revolutionized the way we think about business, changed the very soul of the corporation, and transformed the way we work.

The world's most trusted guide for leaders in transition Transitions are a critical time for leaders. In fact, most agree that moving into a new role is the biggest challenge a manager will face. While transitions offer a chance to start fresh and make needed changes in an organization, they also place leaders in a position of acute vulnerability. Missteps made during the crucial first three months in a new role can jeopardize or even derail your success. In this updated and expanded version of the international bestseller The First 90 Days, Michael D. Watkins offers proven strategies for conquering the challenges of transitions—no matter where you are in your career. Watkins, a noted expert on leadership transitions and adviser to senior leaders in all types of organizations, also addresses today's increasingly demanding professional landscape, where managers face not only more frequent transitions but also steeper expectations once they step into their new jobs. By walking you through every aspect of the transition scenario, Watkins identifies the most common pitfalls new leaders encounter and provides the tools and strategies you need to avoid them. You'll learn how to secure critical early wins, an important first step in establishing yourself in your new role. Each chapter also includes checklists, practical tools, and self-assessments to help you assimilate key lessons and apply them to your own situation. Whether you're starting a new job, being promoted from within, embarking on an overseas assignment, or being tapped as CEO, how you manage your transition will determine whether you succeed or fail. Use this book as your trusted guide.

The 10-Day Hotel Management offers invaluable insights and handholds every aspiring professional in the hospitality sector through a step- by- step guide to Hotel Management Fundamentals WHAT YOU WILL LEARN IN THIS BOOK: Fundamentals of Hotel Management Professional Hotel Terminology Management Concepts THIS BOOK SERVES: Those doing INTERVIEW PREPARATION Those who want to revise HOTEL BASICS Beginners who are about to join HOTEL JOB To learn KEY MANAGEMENT CONCEPTS To brush up knowledge FOR EXAM PREPARATIONS

The same critical information top business schools teach Based on Professor Stralser's popular seminar series, MBA in a Day? is specifically designed for the busy professional (physician, attorney, architect, nonprofit executive, etc.) or entrepreneur/small business owner, who needs to know about the "business-side" of their practice, organization or business. With comprehensive coverage of vital business topics, important concepts and proven strategies taught at top graduate schools, this handy book offers a complete business education without the hassle of enrolling in an MBA program. Divided into four sections covering management and policy; economics, finance, and accounting; marketing; and systems and processes; this straightforward guide is easy to navigate and simple to use. Packed with illustrative examples, helpful anecdotes, and real-world case studies, this commonsense guide covers everything busy professionals would learn at the very best business schools-if they only had the time. Steven Stralser, PhD (Phoenix, AZ), is Clinical Professor and Managing Director, The Global Entrepreneurship Center at Thunderbird: The American Graduate School of International Management and founder and CEO of The Center for Professional Development, Inc., an organization dedicated to post-graduate training and education of today's professionals.

Practical Ideas from the Best Brains in Business

The Portable MBA

The 30 Day MBA

Retire Early? Make the SMART Choices

Big Data MBA

Everything I Learned at \$200,000 MBA about Marketing: Easy, Relaxed, Fun to Read.

Think, perform and earn like a top business school graduate

Updated for today's digital, global environment, MBA in a DAY 2.0 presents fundamental business concepts and principles--as taught in today's best MBA programs--in an easy to read, understandable manner.

Revised and updated to answer the challenges of a rapidly changing business world, the 4th edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, from corporate ethics and compliance to financial planning and real estate to leadership and negotiation. With more than 400,000 copies sold around the world, this internationally acclaimed guide distills the lessons of the most popular business school courses taught at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Author Steven A. Silbiger delivers research straight from the notes of real MBA students attending these top programs today--giving you the tools you need to get ahead in business and in life.

A business reference, summarising education in top business schools. It devotes a chapter to each discipline you encounter on an MBA course - Marketing, Ethics, Accounting, Organisational Behaviour, Quantitative Analysis, Finance, Operations, Economics, and Strategy. It also contains facts, figures, trends, and material on ethics in business.

If you want to accelerate your career development and transform your skillset, 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 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 10 - Day Hotel Management

The Visual MBA

The Faster, Cheaper, Better Way to Get the Business Education You Need

Lessons from the Pros on Raising Money and Igniting Your Business

Mastering Business with Attitude

How to Apply the Greatest Ideas Taught in the Best Business Schools

The Every Day MBA

The Ten-Day MBA 4th Ed.A Step-by-Step Guide to Mastering the Skills Taught In America's Top Business SchoolsHarperBusiness

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! The easy way to master a managerial accounting course Are you enrolled in a managerial accounting class and finding yourself struggling? Fear not! Managerial Accounting For Dummies is the go-to study guide to help you easily master the concepts of this challenging course. You'll discover the basic concepts, terminology, and methods to identify, measure, analyze, interpret, and communicate information in the pursuit of an organization's goals. Tracking to a typical managerial accounting course and packed with easy-to-understand explanations and real-life examples, Managerial Accounting For Dummies explores cost behavior, cost analysis, profit planning and control measures, accounting for decentralized operations, capital budgeting decisions, ethical challenges in managerial accounting, and much more. Covers the key concepts and tools needed to communicate accounting information for managerial decision-making within an organization Plain-English explanations of managerial accounting terminology and methods Tracks to a typical college-level managerial accounting course Managerial Accounting For Dummies makes it fast and easy to grasp the concepts needed to score your highest in a managerial accounting course.

Steven Silbiger's international bestseller, The Ten-Day MBA, has already helped thousands master the skills taught at America's top-ten business schools—and at a fraction of the time and staggering cost that acquiring an MBA typically demands. This newly revised fourth edition contains the most up-to-date information available for understanding the intricacies of today's complex global business world. Distilling the material contained in most popular business courses presently offered at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia—including leadership, corporate ethics and compliance, financial planning, real estate, and all the latest topics—this invaluable volume will teach you how to: Read and understand financial statements Draft and adopt effective and comprehensive marketing plans Comprehend accounting rules and methods Manage your relationship with your boss Develop corporate strategies Understand the present value concept Use quantitative techniques to evaluate projects Value stock, bond, and option investments Interpret the language of business law Master the most-used MBA jargon . . . and more The information, the expertise, and the confidence you need for success are all in the pages of this remarkable book—at the rate of one easy-to-follow chapter per day.

MBA in a DAY 2.0

The First 20 Hours

A Step-By-Step Guide To Mastering The Skills Taught In America's Top Business Schools

The 10-day MBA

The Secret Intellectual History of the New Corporate World

How to turn world-class business thinking into everyday business brilliance

A World-class Business Education in a Single Volume

With truly startling statistics and a wealth of anecdotes, Silbiger reveals the cultural principles that form the bedrock of Jewish success in America.

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.

Forget the 10,000 hour rule— what if it's possible to learn the basics of any new skill in 20 hours or less? Take a moment to consider how many things you want to learn to do. What's on your list? What's holding you back from getting started? Are you worried about the time and effort it takes to acquire new skills—time you don't have and effort you can't spare? Research suggests it takes 10,000 hours to develop a new skill. In this nonstop world when will you ever find that much time and energy? To make matters worse, the early hours of practicing something new are always the most frustrating. That's why it's difficult to learn how to speak a new language, play an instrument, hit a golf ball, or shoot great photos. It's so much easier to watch TV or surf the web In The First 20 Hours, Josh Kaufman offers a systematic approach to rapid skill acquisition— how to learn any new skill as quickly as possible. His method shows you how to deconstruct complex skills, maximize productive practice, and remove common learning barriers. By completing just 20 hours of focused, deliberate practice you'll go from knowing absolutely nothing to performing noticeably well. Kaufman personally field-tested the methods in this book. You'll have a front row seat as he develops a personal yoga practice, writes his own web-based computer programs, teaches himself to touch type on a nonstandard keyboard, explores the oldest and most complex board game in history, picks up the ukulele, and learns how to windsurf. Here are a few of the simple techniques he teaches: Define your target performance level: Figure out what your desired level of skill looks like, what you're trying to achieve, and what you'll be able to do when you're done. The more specific, the better. Deconstruct the skill: Most of the things we think of as skills are actually bundles of smaller subskills. If you break down the subcomponents, it's easier to figure out which ones are most important and practice those first. Eliminate barriers to practice: Removing common distractions and unnecessary effort makes it much easier to sit down and focus on deliberate practice. Create fast feedback loops: Getting accurate, real-time information about how well you're performing during practice makes it much easier to improve. Whether you want to paint a portrait, launch a start-up, fly an airplane, or juggle flaming chainsaws, The First 20 Hours will help you pick up the basics of any skill in record time . . . and have more fun along the way.

Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this second 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. 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 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.

Keys to the Vault

What You Need to Know about Data Mining and Data-Analytic Thinking

A Step-by-Step Guide to Mastering the SK

MBA In A Day

Complete MBA For Dummies

Business Law

The Ten-Day MBA 3rd Ed.

A scientific explanation of addiction by a leading neuroscientist looks at how and why people become addicts and discusses advances in prevention and treatment.

Are You Considering Early Retirement? Do You Know Someone Who Is Considering This Momentous Decision? With Retire Early? Make the SMART Choices, Steven Silbiger, CPA, offers a short guide to the big issues of retirement planning—packed on every page with detailed, step-by-step advice. Choosing when to retire is one of the most important—and overlooked—Silbiger, author of The Ten-Day MBA, has written the first guide that untangles the complicated issues surrounding early retirement, based on careful research about the money pitfalls retirees and near-retirees face. He delivers an understandable roadmap that demystifies the confusion about Social Security benefits, and clarifies the choices for anyone considering about getting the early Social Security check? It can be tempting, but for many this can be a foolhardy decision. For others, it makes perfect sense. Making the smart choice about when to retire can make a \$100,000 difference for an individual and \$200,000 for a couple. Silbiger guides readers through the key variables that affect the decision to elect early Social Security benefits and penalties? How's your health? Are you married? Are you planning on working while retired? What are your cash needs during retirement? By getting a grip on how to manage our investments, cash flow, and real estate, Silbiger shows how we can put thousands of dollars more into our pockets every year. He addresses vital questions about money and for retirement—how to make ends meet? Which retirement investments are for you? Are you prepared to fend off scam artists? Through it all, you'll meet everyday people who have faced the early retirement question and learned how to make the smart choices. Silbiger provides the tools, worksheets, and assessments to avoid costly mistakes, take charge of your happy retirement.

A professor of business and economics outlines the skills and knowledge necessary for success in an M.B.A. program, presenting companion focused review questions and boxes discussing real-world scenarios. 15,000 first printing.

Learn an entire MBA course without spending thousands and waving goodbye to two years of your life. If you want to succeed in business then an MBA programme is the best way to build expertise, knowledge and experience. But an MBA programme at any top school is an enormous investment in time, effort and money. In The Visual MBA, Jason Barron offers a new school concepts through illustrations. When Barron started his MBA course, he decided to draw all his notes so that other people could benefit from them. And it's a good thing he did, because research shows that more than 65% of us are visual learners and that our brains process illustrations 60,000 times faster than text. From Marketing, Ethics and Accounting to Operations and Strategy, The Visual MBA distills the most important principles of an MBA into an accessible, informative and easily-digestible guide. Jason Barron is a product manager and illustrator who helps people realise their creative ideas through visual learning. He spent 516 hours in class and countless hours studying at home completing his MBA. Along the way, he never read again, Jason created sketchnotes for each class and has turned them into an interesting and engaging resource so that you don't have to sit through another class again!

What You Would Learn At Top-Tier Business Schools (If You Only Had The Time!)

An Entire MBA in 1 Course

Managerial Accounting For Dummies

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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.

User experience (UX) strategy requires a careful blend of business strategy and UX design, but until now, there hasn't been an easy-to-apply framework for executing it. This hands-on guide introduces lightweight strategy tools and techniques to help you and your team craft innovative multi-device products that people want to use. Whether you're an entrepreneur, UX/UI designer, product manager, or part of an intrapreneurial team, this book teaches simple-to-advanced strategies that you can use in your work right away. Along with business cases, historical context, and real-world examples throughout, you'll also gain different perspectives on the subject through interviews with top strategists. Define and validate your target users through provisional personas and customer discovery techniques Conduct competitive research and analysis to explore a crowded marketplace or an opportunity to create unique value Focus your team on the primary utility and business model of your product by running structured experiments using prototypes Devise UX funnels that increase customer engagement by mapping desired user actions to meaningful metrics 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* provides a clear overview of the essentials of every major business topic: entrepreneurship, product development, marketing, sales, negotiation, accounting, finance, productivity, communication, psychology, leadership, 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 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.*