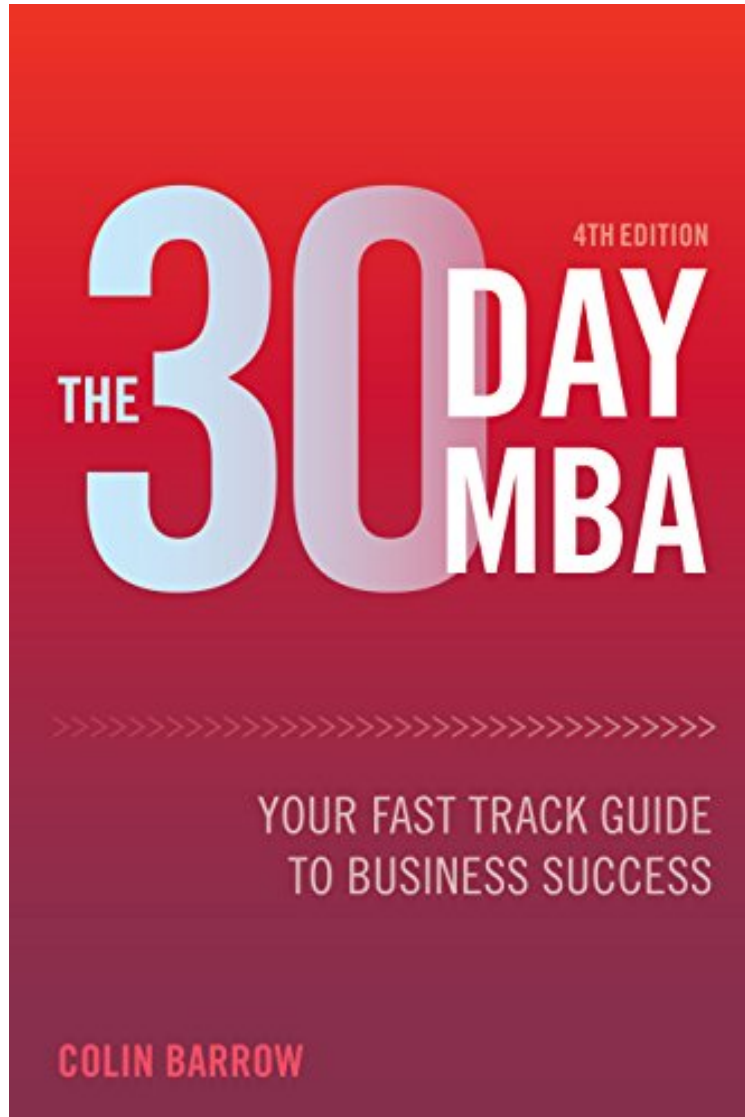


# The 30 Day MBA: Your Fast Track Guide to Business Success

*Colin Barrow*

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**Colin Barrow : The 30 Day MBA: Your Fast Track Guide to Business Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 30 Day MBA: Your Fast Track Guide to Business Success:

1 of 1 people found the following review helpful. GoodBy DarrenIngram\_dot\_comThis is an interesting book, despite it not actually delivering what the reader may expect at first glance! Clearly you cannot get an MBA in 30 days, yet within 30 days of reading the book you might get a good idea about the core subjects that this advanced degree can offer. It is not deceptive if you look it at logicallyhellip; Like a marketing campaign, it drew you in though!Irrespective of the small print, the book does deliver a very good overview of subjects covered by an MBA

degree. It could equally be a primer for business students generally and for those whose are active in business life but have not been studying for some time. Accounting, finance, marketing, organizational behaviour, business history, business law, economics, entrepreneurship, ethics and social responsibility, operations management, quantitative and qualitative research and analysis and finally strategy are all brought under the author's expert tutelage, providing a concise overview on the subject and direction to many resources and case studies that can provide further enlightenment to the reader. It just feels like it works. It is written in an open, accessible style that draws you in and gets you wanting to read more, even if ordinarily the subject might be one of the last things you want to read about. Things are always changing in the business world, so experienced 'old hands' could find this a worthy refresher course to help validate their knowledge without feeling ashamed or uninformed. For the more inexperienced this can be a goldmine. Many people assume that there is an almost-standard definition about an MBA, although it seems that many business schools cut elements from the curricula as they are 'too practical' and thus not suited towards academia. Yet they may be precisely the skills a future business leader should have. Maybe this book can also help fill in some gaps. Sales and the art of selling is one such example the author cites. Every business needs sales, yet most MBA programmes seem not to touch on it, or hide it within subjects such as marketing where it is hardly considered with the importance that it deserves. About the biggest niggle with the book is its habit of mixing several currencies with every example given. It just got in the way and for what? Nothing. Even a first-year business student will understand that currencies vary. A small complaint but something that was an irritation with every repetition. Yet the book itself deserves high praise. It has the potential to be a great companion for you when you need it. One of those books that you might not necessarily know you need until you have it on your bookshelf. Its comprehensive index lets you dig in deep before being directed to a source of educational enlightenment. The price is hardly going to be troubling too.

Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this fourth edition of the hugely successful *The 30 Day MBA* shows you how 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 - *The 30 Day MBA* also provides coverage of the key optional modules: Mergers and Acquisitions and International Business. New case studies include Chilango, TomTom, Heinz, Hotel Chocolat, Shell, The Card Factory and Addidas among others. Including a range of free online questions and answers that enable you to self-assess 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.

About the Author Colin Barrow is the author of more than 30 books in the fields of entrepreneurship, business management and international property development, and he has authored or co authored ten books in the *Dummies* series. He was Head of the Enterprise Group at Cranfield School of Management, a leading international business school, for ten years, and he has lectured, researched and collaborated with colleagues in business schools in the UK, US, Canada, Australia, Asia and throughout Europe. He is the author of *The Business Plan Workbook*, *The 30 Day MBA in International Business*, *The 30 Day MBA in Marketing* and *The 30 Day MBA in Business Finance* (Kogan Page).