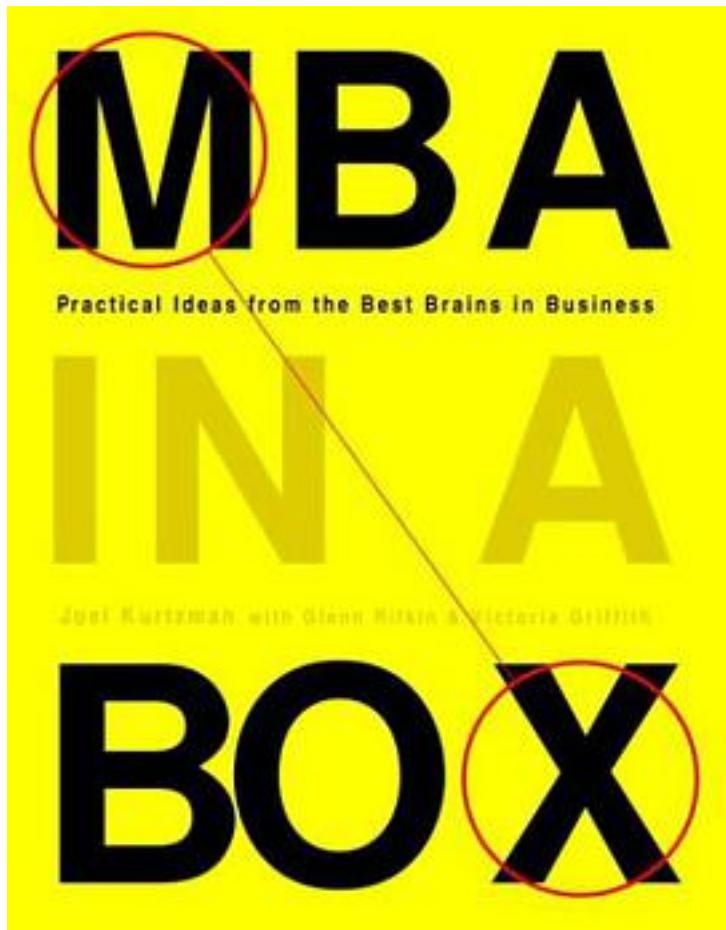


# MBA in a Box



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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

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- 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.
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