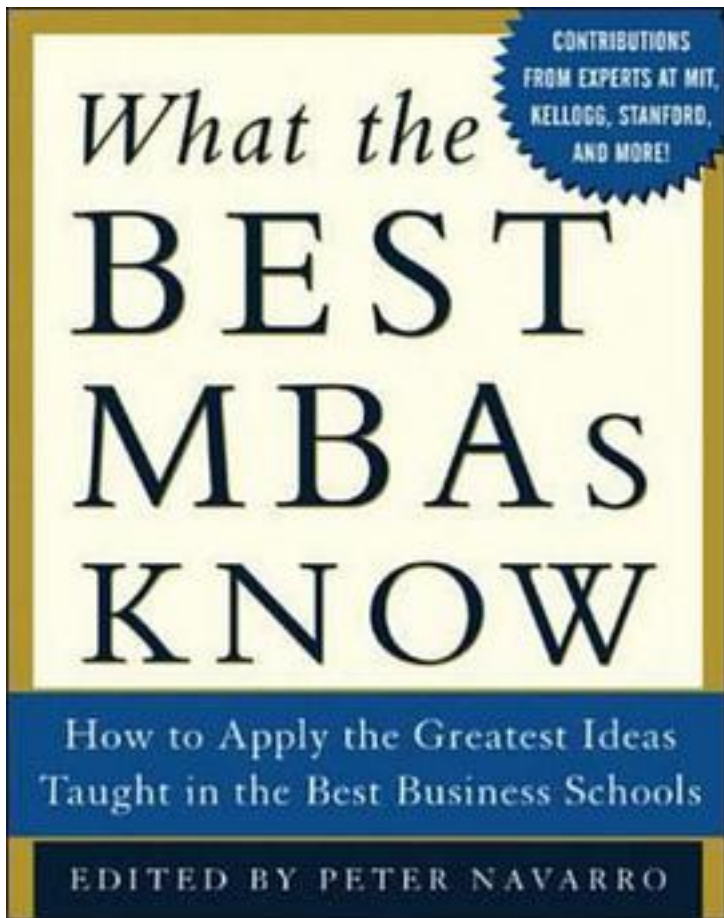


What the Best MBAs Know



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Get the knowledge and skills taught in today's top MBA programs - without ever setting foot inside a classroom. "What the Best MBAs Know" presents the key concepts, tools, and wisdom being taught in leading MBA programs from Northwestern's Kellogg School and the Wharton School to Stanford and USC. Featuring contributions from the

most accomplished business school professors, each chapter takes you inside their classrooms for a detailed look at topics from marketing, finance, and managerial economics to leadership, corporate strategy, and more. Theoretically solid and applications-based, "What the Best MBAs Know" is both a valuable resource and a ready reference to the core knowledge obtained with an MBA. It includes contributions by: Charles P. Bonini, Graduate School of Business, Stanford University; Leslie K. Breitner, Daniel J. Evans School of Public Affairs, University of Washington; Jeffrey F. Jaffe, The Wharton School of Business, University of Pennsylvania; Richard J. Lutz, Warrington College of Business Administration, University of Florida; Steven L. McShane, Graduate School of Management, University of Western Australia; Steven Nahmias, Leavey School of Business, Santa Clara University; Peter Navarro, Graduate School of Management, University of California; Irvine Stephen A. Ross, Sloan School of Management, Massachusetts Institute of Technology; Daniel F. Spulber, Kellogg School of Management, Northwestern University; Mary Ann Von Glinow, Florida International University; Barton Weitz, Warrington College of Business Administration, University of Florida; and, Randolph W. Westerfield, Marshall School of Business, University of Southern California. "What the Best MBAs Know" covers the breakthrough strategies, techniques, and ideas that are being taught in the classrooms of today's top MBA programs. University of California business professor Peter Navarro joins more than a dozen of his colleagues - including Stephen A. Ross of MIT's Sloan School, Daniel Spulber of Northwestern's Kellogg School, and Charles P. Bonini of Stanford University's Graduate School of Business - to provide you with the key concepts, tools, and knowledge that, until now, could only be obtained through an MBA degree. This comprehensive book - as engaging as it is informative - covers virtually every subject taught in an intensive MBA program, including: The Big Picture: An Overview of the MBA Curriculum; Management Strategy: Five Steps to Successful Strategic Analysis; Macroeconomics & the Well-Timed Business Strategy; Strategic Marketing: Delivering Customer Value; Operations and Supply Chain Management: Getting the Stuff Out the Door; Financial Accounting: "Doing the Numbers" for Investors, Regulators and Other External Users; Managerial Accounting: "Doing the Numbers" for Decision Making and Control; Corporate Finance: Big Questions and Key Concepts; Organizational Behavior: The Power of People and Leadership; Statistics, Decision Analysis, and Modeling: How the Numbers Help Us Manage; And, Managerial Economics: Microeconomics for Managers. In each chapter, "What the Best MBAs Know" first identifies the key concepts of a subject like strategy or finance. One of the world's top business professors then illustrates how these concepts are applied on a daily basis in the rough-and-ready world of international business. The insights of these top professors throw open the doors of the best business schools as they highlight the latest strategies and tactics driving today's intensely competitive landscape. Whether you are currently pursuing an MBA, already have an MBA but need to refresh and update your information, or simply want to arm yourself with MBA-level knowledge without the time and financial commitments involved in obtaining the degree, this all-in-one resource will help to place you on the same strategic playing field as your competitors.

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