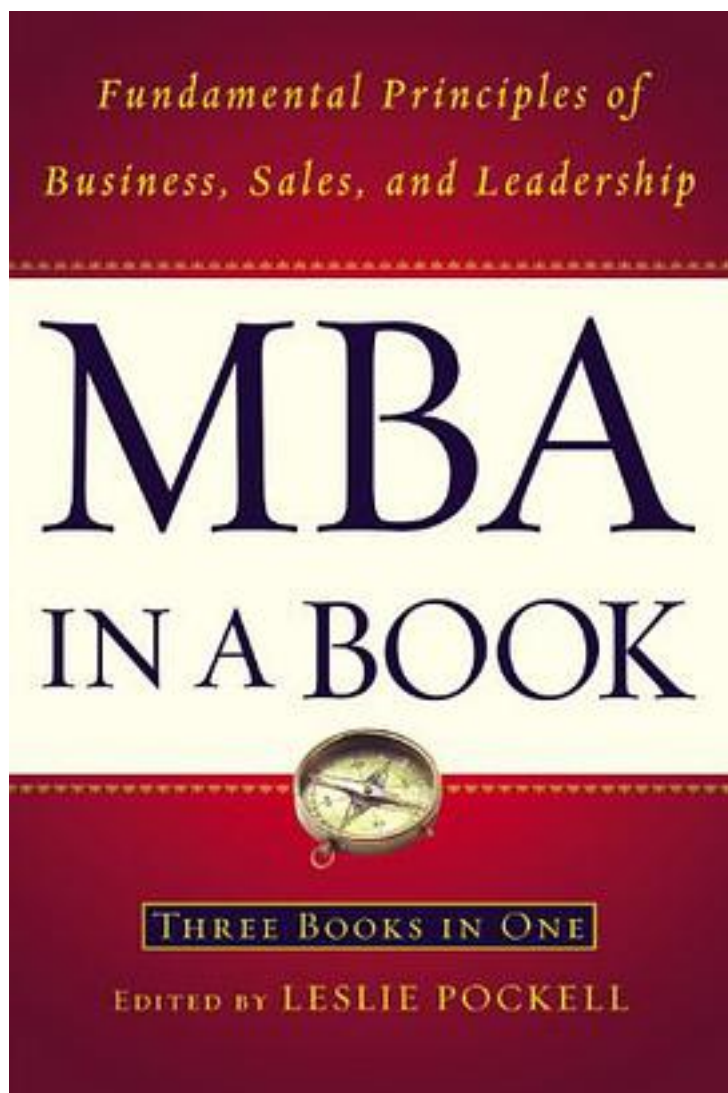


# MBA in a Book



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MBA IN A BOOK offers the kind of information graduates of MBA programs ought to have, but usually gain only after years of hard-won experience. This volume contains essential advice about the fundamentals of business, sales, and leadership from some of history's most influential thinkers and doers: entrepreneurs, executives, scholars, statesmen, and philosophers.

The business principles section includes wisdom about the fundamentals of business practice and theory and important advice on investment, leadership, management, marketing, and success. The following section includes observations and insights that offer useful sales advice and ingenious techniques. Readers will discover gems of wisdom that address both the daily practicalities and the grand ideals of leadership in the final section.

Updated with a new introduction, this valuable collection will provide readers with the keys to mastering timeless and essential business skills. MBA IN A BOOK will inspire, guide, and support anyone interested in mastering the complex strategies that lead to success in business.

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