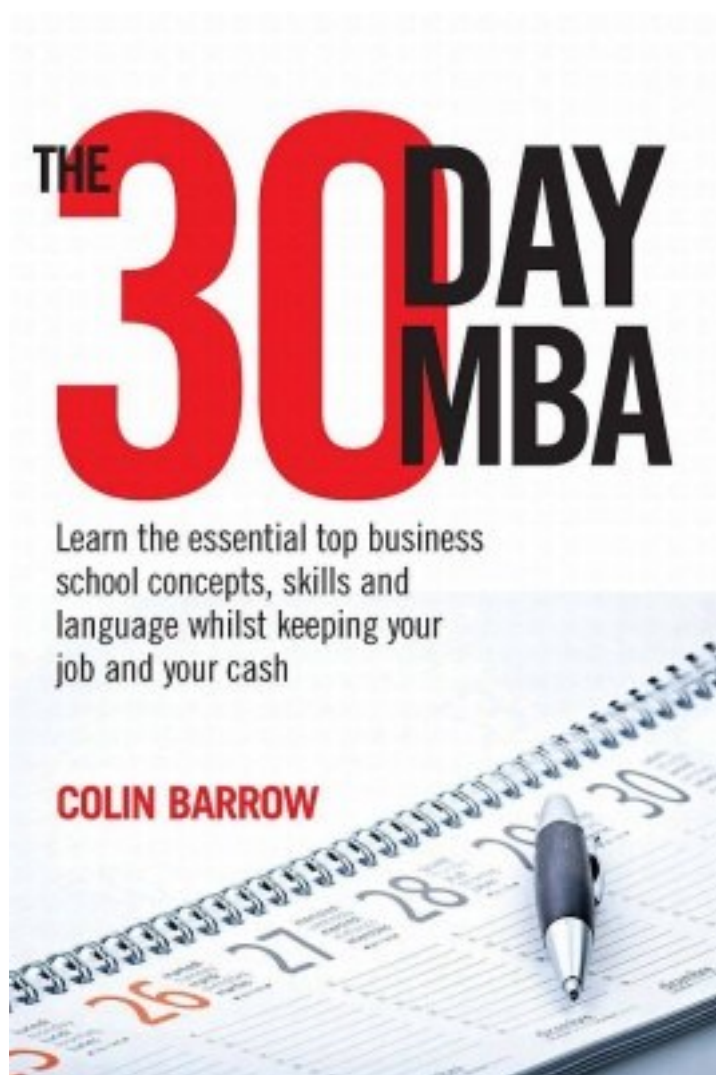


The 30 Day MBA



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The 30 Day MBA demonstrates that going to business school is not the only way to acquire an MBA skill set - and that there are ways to gain the same knowledge, while saving both time and money. This book covers the essential elements and core disciplines in a top MBA program. The subjects covered include accounting, business history, business law, economics, entrepreneurship, ethics and social responsibility, finance, marketing, operations, organizational behavior, personal development, quantitative and qualitative research and strategy. This practical guide also incorporates external reading and resources, online library and information sources, case examples and links to online self-assessment tests to help readers keep track of their learning achievements.

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