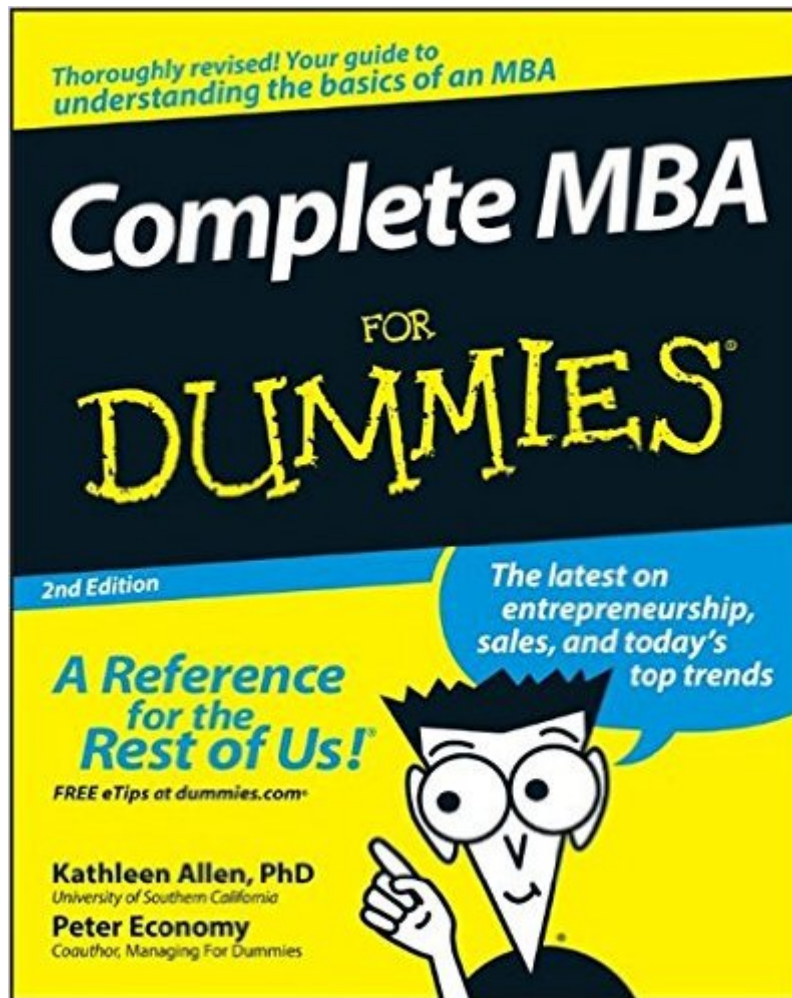


The book was found

Complete MBA For Dummies



Synopsis

Want to get an MBA? The Complete MBA For Dummies, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. This fun, easy-to-access guide is full of useful information, tips, and checklists that will help you lead, manage, or participate in any business at a high level of competence. You'll find out how to use databases to your advantage, recognize and reward your employees, analyze financial statements, and understand the challenges of strategic planning in a global business environment. You'll also learn the basic principals of accounting, get a grip on the concepts behind stocks and bonds, and find out how technology has revolutionized everything from manufacturing to marketing. Discover how to:

- Know and respond to your customers' needs
- Handle budgets and forecasts
- Recruit and retain top people
- Establish and run employee teams
- Use Sarbanes-Oxley to your company's advantage
- Negotiate with the best of them
- Build long-term relationships with clients
- Avoid common managerial mistakes
- Improve cash flow
- Market your products and services
- Make the most of your advertising dollar

Once you know what an MBA knows, the sky's the limit. Read The Complete MBA For Dummies, 2nd Edition, and watch your career take off!

Book Information

Paperback: 432 pages

Publisher: For Dummies; 2 edition (December 26, 2007)

Language: English

ISBN-10: 0470194294

ISBN-13: 978-0470194294

Product Dimensions: 7.4 x 0.8 x 9.3 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (30 customer reviews)

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Customer Reviews

I have an official size-and-weight MBA from a respected University, and would advise educators to have every high-school student read and discuss Complete MBA for Dummies before graduation. The facts are simple; the lessons clear and applicable. A good, common-sense approach to reality.

Have contemplated the idea of doing an MBA for a while, so came across this and thought it may give me a good basic idea of what will be covered. While the book covers a lot of ground, I found it way too basic. I mean, if you are at the point where you are considering an MBA, a reasonable base level of management understanding (either from undergrad or practical experience) can be somewhat assumed. This reads more like 'beginning business for dummies' or some such - well below 'mastering' business for the sort of person who may be considering MBA courses. Anyhow, it was well written, covered a lot of areas of business at a surface level, but certainly didn't provide me with a lot of new depth on any business areas.

Wow! Great work. It is a cool book that explains concepts in easy-to-understand language. Kathlene did a great job and I appreciate it. Her book is my second buy after 's Steven's Silbiger's "The Ten Day MBA". Keep up the good work. I will be looking out for more of your books. I consult with small businesses and the book is expanding and enriching my armory.

I have been comparing the book with the material a friend covered while doing an MBA. It is very complete, as a guideline book, but not enough. I would highly recommend this book to people that aren't sure of investing on an MBA so that they can weight their interest and needs.

Just such basic content actually it's very generalised. Not even close to covering any MBA curriculum. Did not help with my studies. Might help you setup and run a business but it's not for an MBA!

This book helped me in so many ways. I am a student taking business classes and this book helped to break down information so that I could understand it better.

This book is excellent for refreshing your memory. I am doing tutoring for my teenager son and the book has been an excellent tool

I thought this book would help guide me on what is to come in my MBA program but all it does is

throw a bunch of "business" words out there and not really explain it. A lot of it is common sense, so I did not learn anything new. Don't waste your money. If you want it, I can give you the book free (just pay your shipping) so you can be as dissapointed as I was.

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