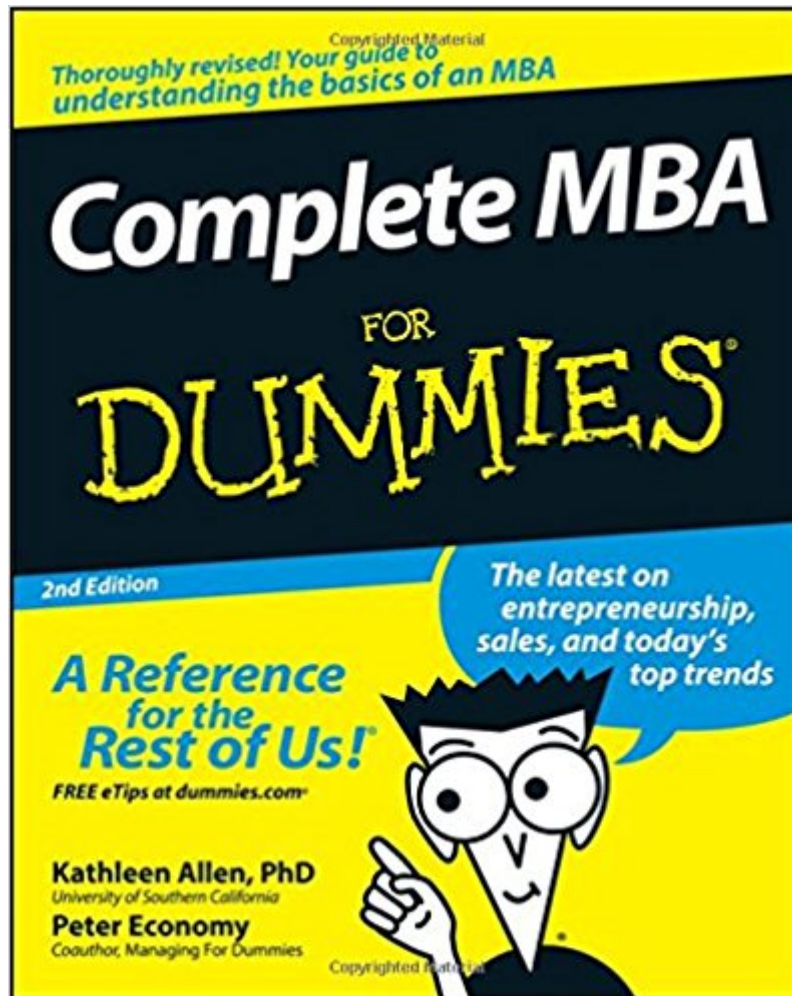




The book was found

# 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 36 customer reviews

Best Sellers Rank: #97,941 in Books (See Top 100 in Books) #91 in Books > Reference > Encyclopedias & Subject Guides > Business #109 in Books > Business & Money > Management & Leadership > Management Science #717 in Books > Business & Money > Education & Reference

## Customer Reviews

"with this friendly guide, everyone can sample the benefits of an MBA education in a fraction of the time and at much less cost"(Business a.m., 5 November 2002)

Covers key trends in marketing, selling, and advertising Qualify for an MBA and succeed in any business Want to get an MBA? This practical, plain-English guide covers all the basics of a top-notch MBA program, helping you 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. THE DUMMIES WAY® Explanations in plain English "Get in, get out" information Icons and other navigational aids Online cheat sheet Top ten lists A dash of humor and fun Discover how to: Know your customer's needs Handle budgets and forecasts Recruit and retain top people Understand Sarbanes-Oxley Be a successful negotiator Get Smart!@www.dummies.com Find listings of all our books Choose from many different subject categories Sign up for eTips atetips.dummies.com

Doesn't really dive into the actual components and contents taught to you for an MBA, it's mostly general knowledge if you were wanted to start a small business.

Bingo

Very good stuff! Love it!

But barely. It was, however, well written and presented. I was looking for a bit of information on MBA course content and this book IMHO is makes a good intro

Really, this is an all in one MBA book, the 'dummies' will throw you off, it's a really comprehensive and smart business book!

Awesom insight into how businesses are suppose to work. There should be a law requiring all business owners to read this book.

Very good for beginners. VERY BASIC.

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.

[Download to continue reading...](#)

The Fast Forward MBA in Project Management (Fast Forward MBA Series) Complete MBA For Dummies Complete Start-to-Finish MBA Admissions Guide The Complete Idiot's Guide to Getting Your MBA Online FINANCIAL+MANAGERIAL...F/MBA'S-W/ACCESS The Photographer's MBA, Senior High School Portraiture: Everything You Need to Know to Run a Successful Business The 10 Day Coaches MBA: The Small Business Book For Coaches Who Want To Play Bigger The Sustainable MBA: A Business Guide to Sustainability 50 MBA Essays That Worked, Volume 3 MBA Prep: How to get ahead of the program The Golden Passport: Harvard Business School, the Limits of Capitalism, and the Moral Failure of the MBA Elite How to Get into the Top MBA Programs, 6th Edition Don't Pay for Your MBA: The Faster, Cheaper, Better Way to Get the Business Education You Need The MBA Reality Check: Make the School You Want, Want You Your MBA Game Plan, Third Edition: Proven Strategies for Getting Into the Top Business Schools MBA Admissions Strategy: From Profile Building to Essay Writing Your MBA Game Plan, Third Edition The MBA Jungle B-School Survival Guide Get In, Get Connected, Get Hired: Lessons from an MBA Insider MBA Admission for Smarties: The No-Nonsense Guide to Acceptance at Top Business Schools

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)