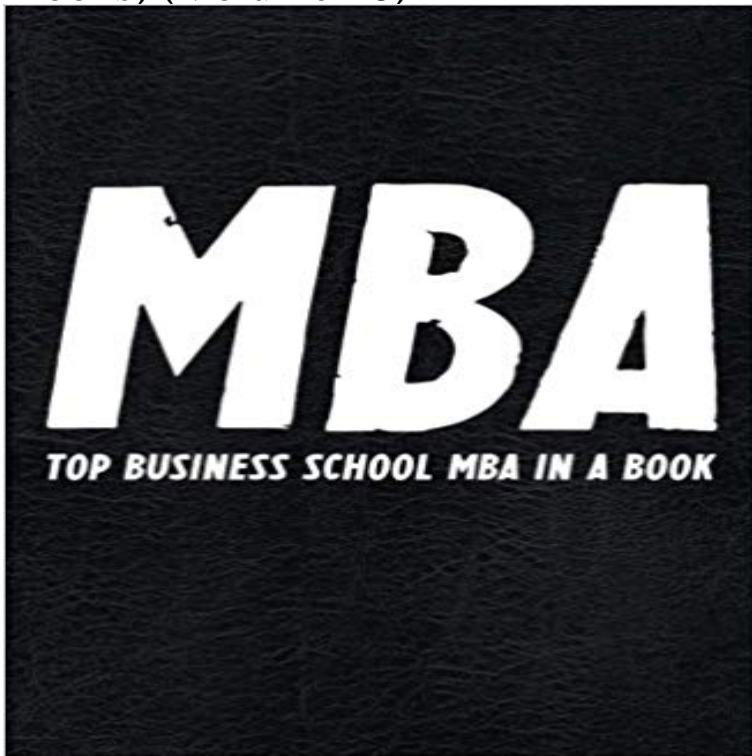


The MBA Book: TOP Business School MBA in a Book (Best Business Books) (Volume 16)



If you're starting a business, running a business, or looking for a job, you probably don't have much time to enroll in business school, read a dozen dry textbooks on corporate theory, or constantly stay apprised of every new development in global commerce. The MBA Book highlights the most important elements on the road to becoming a desirable, effective, and powerful business professional. By drawing from some of the most successful business models and business professionals in recent history, you can look at problems from new perspectives and hopefully find some inspiration from some of the greatest minds of our generation. From international titans like Walmart and Amazon to crowdsourcing sites and charitable retailers, there are lessons to be learnt on every one of these pages, no matter what size company you work for or what ambitious plans you have for your new enterprise. The MBA Book simplifies the business process by incrementally moving from the conceptual foundation of a company to the final touches, including the skills and tools that an established company should tweak and perfect in order to remain competitive and successful. Some of the book's most valuable lessons include: Successful approaches to starting a business; Methods of stimulating team-based ingenuity; The importance of establishing and maintaining a vision; Ways of optimizing the culture and environment of your business; Leading ambitiously, and by example; Modern perspectives on innovation and creativity; Essential knowledge components of business leaders and professionals; Techniques to create value for products and services; Insight into modern marketing theory; Logistics advice and infrastructural ideas; Delivering superb customer service; Remaining relevant, competitive, and cool; Going beyond a commercial entity; Becoming a community icon or a welcome participant; Interpersonal

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Ways to inspire ambition and innovation in others
Methods of finding patience, persistence, and determination
Integrating work and life
Establishing a presence within and between industry sectors
Maintaining a flexible and proactive perspective on the business world

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