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If you work in a business, a nonprofit organization, or for the government, chances are you ' ve considered getting a Masters of Business Administration (MBA) degree. If you want to get ahead in your organization or just do a better job, obtaining an MBA is one of the best ways to do just that. But is it the degree that makes a difference, or is there something else at work here? Although that piece of paper with your name and the words " Masters of Business Administration " mean a lot, what ' s even more important are the things that you learn during the course of your MBA studies. The Complete MBA for Dummies is full of useful information, tips, and checklists that you can use to lead, manage, or participate— at a high level of competence —in any business. And if you already have your MBA, you ' ll find that this book is a handy refresher and reference that can be used wherever you go. Written in a fun, easy-to-access format, The Complete MBA for Dummi e presents and explains the very same information that you would encounter in a typical MBA program in any high-quality business school today. Whether it ' s strategic planning, management, accounting, finance, marketing, negotiation, or any other core MBA topic, you ' ll find it here. For a fraction of the amount you would pay to get your MBA, this book provides you with an easily understandable road map to today ' s most innovative and effective business techniques and strategies, including how to: Motivate employees and build great teams Understand financial fundamentals Create effective marketing plans Come out ahead in negotiations Examine management trends Make the Internet work for you Apply effective risk management techniques in business Business isn ' t just for managers anymore. The Complete MBA for Dummies provides you with the very best ideas, concepts, and tools taught in today ' s top business schools. Apply them, and you will see a noticeable difference in your everyday business dealings.

Jason Barron spent 516 hours in class, completed mountains of homework and shelled out tens of thousands of dollars to complete his MBA at the BYU Marriott School of Business. Along the way, rather than taking boring notes that he would never read (nor use) again, Jason created sketch notes for each class—visually capturing the essential points of his education—and providing an engaging and invaluable resource. Once finished with his MBA, Jason launched a widely successful Kickstarter campaign distilling these same notes into a self-published book to help aspiring business leaders of all backgrounds and income levels understand the critical concepts one learns in business school. Whether you are thinking about applying to business school, are currently in college studying business, or have always wondered what is taught in an MBA program, this highly entertaining and visual book is for you.

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Steven Silbiger has distilled the material of the ten most popular business schools in order to teach readers the language of business. At the rate of one easy-to-understand chapter a day, this book will enable readers to absorb the material, speak the language, and, most importantly, acquire the confidence and expertise needed to get ahead in the competitive business world.

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