



MBA in Action: How You Can Succeed in Making Millions

By John Horsler

Troubador Publishing. Paperback. Book Condition: new. BRAND NEW, MBA in Action: How You Can Succeed in Making Millions, John Horsler, In MBA in Action you will discover how MBA models can help you to a clearer understanding of the business issues you face. You can use them to analyse the structures and data you already have to refine your business strategy. They are not simply classroom exercises, MBA models really work if you know how to apply them in the real world! In this book you will also find lessons from real business situations - turnarounds, cash problems, development, buying, selling, merging, and closing companies - and each situation is illuminated by an MBA model. Essential reading for anyone considering - or already doing - an MBA and to the general business community and business students. MBA in Action aims to demystify MBA jargon and inject some humour into business life Through MBA in Action you will benefit from John's insight into a practitioner's experience of running different businesses for over 30 years, thus providing business education, MBA education and, importantly, knowledge of how to apply this theory in the real world.



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