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## The Portable MBA (5th Revised edition)

By Kenneth M. Eades, Timothy M. Laseter, Ian Skurnik, Peter L. Rodriguez, Andrew C. Wicks

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Portable MBA (5th Revised edition), Kenneth M. Eades, Timothy M. Laseter, Ian Skurnik, Peter L. Rodriguez, Andrew C. Wicks, A totally revised new edition of the bestselling guide to business school basics The bestselling book that invented the "MBA in a book" category, The Portable MBA Fifth Edition is a reliable and information-packed guide to the business school curriculum and experience. For years, professionals who need MBA-level information and insight-but don't need the hassle of business school-have turned to the Portable MBA series for the very best, most up-to-date coverage of the business basics. This new revised and expanded edition continues that long tradition with practical, real-world business insight from faculty members from the prestigious Darden School at the University of Virginia. With 50 percent new material, including new chapters on such topics as emerging economies, enterprise risk management, consumer behavior, managing teams, and up-to-date career advice, this is the best Portable MBA ever. \* Covers all the core topics you'd learn in business school, including finance, accounting, marketing, economics, ethics, operations management, management and leadership, and strategy. \* Every chapter is totally updated and seven new chapters...



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