

The 30 Day Mba In Marketing Your Fast Track Guide To Business Success 30 Day Mba Series

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The 30 Day MBA in Marketing gives you all the marketing skills and know-how you would get from an MBA course at a top business school - at a tiny fraction of the cost.

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The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including such hot topics as Buyer behaviour, Marketing strategy, Promotion and advertising, Pricing, Managing the marketing organization and Marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making.

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The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including hot topics such as: buyer behaviour, marketing strategy, promotion and advertising, pricing, managing the marketing organization and marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business ...

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business, including international marketing strategy, managing international organizations, selec. As domestic business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is crucial.

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The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering thirteen key topics which fall under three main headings - the fundamentals of business finance, corporate capital structures and financial strategies and special topics. Learn what they teach you at the world's top accountancy firms and Business Schools and why it matters to you.

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While there are a precious few exceptions, the early reports on 2018-2019 applications are bleak (see Apps To Major MBA Programs Plunge Again).At Duke Fuqua, full-time applications have fallen by ...

~~It's Official: The M.B.A. Degree Is In Crisis~~

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The thirty-day MBA : learn the essential top business school concepts, skills and language whilst keeping your job and your cash / Colin Barrow. p. cm. Includes index. ISBN 978-0-7494-5412-8 1. Industrial management. 2. Management—Study and teaching. 3. Master of business administration degree. I. Title.

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The 30 Day MBA in Marketing provides a one-stop comprehensive overview of marketing for small business owners, entrepreneurs, or managers who do not have an MBA degree. This updated second edition offers brand new case studies on Victoria's Secret, Match.com, TomTom, Pizza Hut, and Caterpillar.

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The 30 Day MBA Series demonstrates that going to business school is not the only way to acquire an MBA skill set - and that there are ways to gain the same knowledge, while saving both time and money.

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The second edition of The 30 Day MBA in International Business thoroughly explains the current business environment, offers brand new case studies on IKEA, Ford Motors, Match.com, Shell, and HP, and is packed with links to free online resources. Chapters cover international marketing strategy, managing international organizations, selecting global strategic partners, finance, accounting, and human resource management.

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The 30 Day MBA in Marketing provides a one-stop comprehensive overview of marketing for small business owners, entrepreneurs, or managers who do not have an MBA degree. This updated second edition offers brand new case studies on Victoria's Secret, Match.com, ...

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steered clearly when everyone knows the market place around them.

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The 30 Day MBA in Marketing provides a complete marketing 'course' spanning twelve disciplinary areas, and including hot topics such as: buyer behaviour, marketing strategy, promotion and advertising, pricing, managing the marketing organization and marketing and the law. Each chapter includes at least one practical real life example to illustrate how marketing concepts apply to business decision making.

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The 30 Day MBA covers the 12 core disciplines of business: accounting, finance, marketing, organizational behaviour, business history, business law, economics, entrepreneurship, ethics and social responsibility, operations management, research and analysis and strategy.

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