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# Read Online The 30 Day MBA Your Fast Track Guide To Business Success 30 Day MBA Series

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**The 30 Day MBA Your Fast Track Guide to Business Success** Kogan Page Publishers If you want to accelerate your career development and transform your skillset, but without the price tag and two-year commitment of the MBA, this is the book for you. 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. It provides the tools and techniques you need to seize business opportunities and implement strategies successfully. Complex concepts are explained in simple and practical terms, helping you to apply high level concepts to the real-life world of business. The 30 Day MBA also contains insightful case studies from leading organizations including IKEA, Cisco, Cobra Beer, Heinz, Shell, Hotel Chocolat and Chilango, to help keep you right up-to-the-minute with current trends and inspire you to explore new concepts. This book equips you with essential hard knowledge, but also helps you understand how business and current thinking is shifting in today's turbulent global markets, and broadens your mind with the knowledge and confidence to excel in a competitive career. **The 30 Day MBA in Marketing Your Fast Track Guide to Business Success** Kogan Page Publishers 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. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. This book includes detailed information on how to find and analyse market data on any business or market anywhere and online appendices that provide an invaluable guide to finding further information and free resources on each topic covered. **The 30 Day MBA in Business Finance Your Fast Track Guide to Business Success** The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering 13 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. With guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records, this book contains everything you need to eliminate gaps in your financial knowledge, think like a financial strategist and become a top manager. **The 30 Day MBA in International Business Your Fast Track Guide to Business Success** As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. With thorough explanations to describe the current international business environment as well as international case studies which include IKEA, Shell, Innocent Drinks, Ford, Match.com and Ryanair, The 30 Day MBA in International Business will boost your knowledge and help you play a more rounded role in shaping the direction of your organization. It covers all the essential elements of international trade and business, including international marketing strategy, managing international organizations and selecting global strategic partners as well as finance, accounting and human resource management. The 30 Day MBA in International Business is packed with links to free resources from the top business schools as well an online list of sources to keep you informed on all the key business issues. **Be A Shortcut The Secret Fast Track to Business Success** John Wiley & Sons Shortcut is the new catchphrase that identifies high-quality, influence and value in employees and executives. Be A Shortcut is a business book that provides new frameworks and tactics to help a broad range of individuals become the professionals their company can't live without. The book shows you how to actually become a Shortcut using Halford's proven, Shortcut success formula. You'll gain more influence, become more valuable, get promoted faster, find better customers, get better raises - no matter what you do. Shortcut is a way of thinking, a way of doing, a way of being - and when you commit yourself to it, you'll write your own ticket to wherever you want to go. **Get Backed, Get Big, Get Bought Plan your start-up with the end in mind** John Wiley & Sons "Bebo sale to AOL nets founders a £290m fortune in 3 years." - March 2008 "Foxtons sale nets founder £370m." - May 2007 "L'Oréal buys Body Shop for £652m." - March 2006 For entrepreneurs and business owners alike, this is your ticket to serious money. Fact 1: Business is all about making money. Fact 2: Personal satisfaction is great, but it doesn't pay the bills. If your main

ambition is to make big money from your business, you're already on the right track. Over 4 million people start up businesses in the UK each year but only 1% become millionaires. Start with the end in mind and you could be one of them. Colin Barrow, bestselling start-up author and business investment specialist, shows you how to shape up for a sale right from the world go: *Get Backed - secure big investment Get Big - create real value and strong growth Get Bought - dress the business and negotiate a killer deal* With practical advice, tools and stories from those who have done it, you'll find out how to guide your start-up business towards the payday of your dreams. **The 30 Day MBA in Marketing Your Fast Track Guide to Business Success** Kogan Page Publishers 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. Learn what they teach you on professional marketing courses and at the world's top Business Schools and why it matters to you; eliminate gaps in your marketing knowledge and take part in business decision making on an equal footing with MBA graduates or your company marketing director. The 30 Day MBA in Marketing includes detailed information on how to find and analyse market data on any business or market anywhere and online resources that enable you to test your own knowledge. It also provides an invaluable guide to finding further information and free resources on each topic covered. Online supporting resources for this book include a bonus chapter on business communication, self-test question and answers and appendices. **The 30 Day MBA in International Business Your Fast Track Guide to Business Success** Kogan Page Publishers As business becomes increasingly reliant on succeeding in export markets, the need for specialist knowledge in international trade is at its highest. With thorough explanations to describe the current international business environment as well as international case studies which include IKEA, J.D. Wetherspoon, Dell, Amazon and Indian car brand Tata Nano, The 30 Day MBA in International Business will boost your knowledge and help you play a more rounded role in shaping the direction of your organization. It covers all the essential elements of international trade and business, including international marketing strategy, managing international organizations and selecting global strategic partners as well as finance, accounting and human resource management. The 30 Day MBA in International Business is packed with links to free resources from the top business schools as well as an online list of sources to keep you informed on all the key business issues. **The 30 Day MBA in Business Finance Your Fast Track Guide to Business Success** Kogan Page Publishers The 30 Day MBA in Business Finance provides a complete 'course' in business finance, covering 13 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. With guidance on understanding financial reports, assessing the credit worthiness of business partners, determining profitable strategies, raising finance and ensuring proper records, this book contains everything you need to eliminate gaps in your financial knowledge, think like a financial strategist and become a top manager. **Buying a Property in Spain For Dummies** John Wiley & Sons Buying a property abroad is one of the biggest decisions you'll ever make. But don't worry - your Spanish dream needn't become a nightmare. From finding an estate agent and arranging a mortgage to negotiating the best price and moving in, this book is packed with practical advice on every aspect of the Spanish property market. It leads you safely and simply through the legal, logistical, and financial minefields, helping you maximise your time and your money to enjoy a hassle-free property purchase. **College Fast Track Essential Habits for Less Stress and More Success** Fine Print PressLtd "Books for college students tend to be written by committee or college professors or administrators, highly detailed, and pedantic. They are often written as much for parents as for the students themselves. They provide information, but their goal is not to help in ways that students are concerned about. And because they are written by those long out of college, it is difficult for students to connect with the advice. College Fast Track is written by a peer student--a highly successful college student who went on to success in law school. As a current law student when writing his first book, Law School Fast Track (upon which this book is based), the author remains highly aware of the issues facing the current student. Rather than being highly detailed, College Fast Track focuses on immediately usable habits. Its goal is to help students improve in measurable ways, and in ways that provide greater--not less--time for enjoyment: success and less stress! Once college begins, however, the reading load is enormous (and parties beckon), thus ""extra-curricular"" reading is unappealing. College Fast Track is easy to read, pertaining to the essential habits for success in college. Unlike other books on college, this book will not be over-laden with details about mundane issues. Instead, College Fast Track cuts right to the most important issues. Better success, easier study, and higher grades and graduation prospects." **Malcolm McDonald on Marketing Planning Understanding Marketing Plans and Strategy** Kogan Page Publishers A primer for marketing professionals and students, the second edition of Malcolm McDonald on Marketing Planning provides a clear guide to marketing planning. Focussing on the practical application of marketing planning this book will guide readers through the production of a marketing plan that has real world application. Key content includes defining markets and segments, setting marketing objectives and strategies, advertising and sales promotion strategies, and price and sales strategies. With an emphasis on practicality this fully revised second edition has been thoroughly overhauled to contain new content on the essentials of marketing planning and the strategic marketing process. **The Naked Millionaire The Ultimate Fast Track Guide to Wealth, Freedom and Fulfillment** John Wiley & Sons This is a book about becoming a millionaire. Not through investment, although you may invest the money that you make. Not through savings, although you will be able to have some of those. And not through betting on the 4.10 at your local race track. This is a 'how to' book like no other, with seven possible paths, all leading to the same outcome. This is your book, not mine. If you do the things in this book you will become a millionaire - it's that simple. So what do you want to do? Be an authentic millionaire? Design a global brand? Start and grow your business? Avoid pitfalls? See what others don't? Become a professional speaker? Write a bestseller? Your book, your choice. This is a work of fact - if, and only if, you do something with it. Otherwise, it's a work of fiction. **The Business Plan Workbook A Step-By-Step Guide to Creating and Developing a Successful Business** Kogan Page Publishers One of the most important steps in launching or expanding a venture is the creation of a business plan. The absence of a written business plan can lead to failure for new businesses, and inhibit growth and development. Based on methodology developed at Cranfield School of Management, The Business Plan Workbook takes a practical approach to the topic of business planning. Perfect for those growing businesses, as well as a range of academic and professional

courses, this title takes the reader step-by-step through each phase of the development of a business plan, from creating a competitive business strategy to its writing and presentation. With 29 corresponding assignments that each includes case studies such as Hotmail, Cobra Beer, IKEA and Amazon, actively engaging questions and worksheets, it will enable you to validate your business idea, brand your business, research your market, and raise finance. This new edition includes an additional assignment covering online content, key words, SEO, Social Media, traffic tracking, affiliate marketing and online advertising. With a range of fresh case studies including BrewDog, Chilango and Honest Burgers, this fully updated ninth edition of *The Business Plan Workbook* is an invaluable and comprehensive guide to all aspects of business planning. Online supporting resources for this book include lecture slides, test questions and answers, and a new guide to online courses, lectures and case studies.

**The Every Day MBA How to turn world-class business thinking into everyday business brilliance** *Pearson UK* 'This is an invaluable guide for any manager looking to apply MBA thinking in the real world. Strongly recommended.' Gordon Seabright, Director of the Eden Project 'Packed with insights, tools, tips, cases and know-how, this easy-to-read book will accelerate your ability to deal with challenging management issues. A must for every manager.' Jessica Pryce-Jones, Joint CEO, iOpener Institute for People and Performance 'This fantastic book will help you to challenge the mental barriers of the status quo.' Peter Meier, CEO, Kuoni Travel Holding Ltd Transform your career and revolutionise how you work with the very best learning from the world's leading business schools. Delivering many of the key benefits of a top-notch business education, without the hefty price tag and big time investment, *The Every Day MBA* will guide, challenge and inspire you to better results, wherever you are in your career. Use the powerful combination of the best business models with your own experience and awareness to quickly develop the same game-changing thinking, tactical behaviours and dynamic strategies that MBA graduates know really work. Find out what it really takes to be a leader in business and use MBA thinking to take your business knowledge and practice to a brilliant new level – today, tomorrow and every day.

**SwitchPoints Culture Change on the Fast Track to Business Success** *John Wiley & Sons* *SwitchPoints* is the inspiring story of how Canadian National Railway (CN) advanced from good to great in a few short years—becoming North America's top-performing railroad and a favorite with of corporate customers and investors. In it, the authors reveal how company-wide culture change propelled this aging transportation giant to become the profitable powerhouse it is today. Rich with insights and anecdotes, *SwitchPoints* offers lessons that can be applied to any organization seeking to improve the bottom line by improving their culture.

**Kanban in 30 Days** *Packt Publishing Ltd* *Kanban* is a simple and elegant Agile framework that helps to control and improve development processes. Originating in traditional 20th century manufacturing in Japan, Kanban has a renewed relevance today, being a crucial methodology in the world of software development. This book explores the key features of Kanban, and demonstrates how to put it into practice through exercises that will help you make the most of this unique approach to managing collaboration and production. Designed as a 30 day action plan, this book will help you understand and implement Kanban – and start seeing results – in a month. Analyze your current situation and define your goals and wider strategic aims, and begin developing a plan to help you and your team confidently work towards achieving them. Involve your team to drive cultural change, learn how to prioritize and organize tasks and projects to efficiently use your time and resources. Create your own value stream map to better understand your processes and identify improvement areas, and adapt and use the features tips and examples to overcome challenges you may face when implementing Kanban. Pick up this book and experience the full results of this vital Agile methodology – fast.

**Ten-day MBA, The, Rev. A Step-By-step Guide To Mastering The Skills Taught In America's Top Business Schools** *Harper Collins* This accessible, step-by-step guide to mastering the skills taught in America's top business schools has been a backlist perennial since publication. It dispenses MBA skills at one percent of the cost, in all the major topics taught at America's "top ten" business schools. MBA applicants and students use it to prepare for entrance interviews and tests; businesspeople, lawyers, and doctors use it to gain the MBA advantage without the time or the expense. This revised edition includes updated sales, salary, and company information throughout. It also discusses areas such as the Internet, game theory, activity-based accounting, and advances in information technology. For the 300,000 budding MBAs annually and for anyone else who wants to "walk the walk and talk the talk" of the MBA, this is the ultimate MBA book of knowledge.

**The 30 Day MBA Your Fast Track Guide to Business Success** *Kogan Page Publishers* Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this second edition of the hugely successful *The 30 Day MBA* shows you to use key business concepts and tools to assess business decisions and implement strategy. You will be able to create your own Management Information Resource Centre, giving you access to business information on markets and competitors, research data and case studies, as well as hundreds of free business tools to help you carry out analyses. Importantly it will equip you with the knowledge and confidence to take part in strategic decisions alongside MBA graduates. Now including a thorough explanation of the 'break-even' analysis - the tool for making cost, volume, pricing and profit decisions - and case studies detailing economically resilient brands with particular focus on developing countries, *The 30 Day MBA*, second edition places MBA skills within reach of all professionals and students.

**The Fast Forward MBA in Finance** *John Wiley & Sons* The author is well-renowned and highly successful. Figures and examples are revised and spreadsheet ready templates are provided. Offers quick tips and cutting-edge ideas. Totally revised new edition of a highly successful book.

**The Fast Forward MBA Pocket Reference** *John Wiley & Sons* The *Fast Forward MBA Pocket Reference* Second Edition -more comprehensive and convenient than ever! When the success of your business hangs in the balance, you need reliable, authoritative information immediately. You need a resource that covers all the corporate bases—communications, management, economics, strategy, accounting, finance, marketing, and more. You need *The Fast Forward MBA Pocket Reference*, Second Edition. Packed with information designed to serve all your business needs, this handy, highly readable book is the ultimate companion for those moments when you need to put your finger on the right advice at the right time—now. This updated and revised Second Edition offers clear, concise coverage of the complete range of essential business topics in a handy format. You'll find all the latest cutting-edge ideas, including new developments in technology, strategy, and branding, as well as key terms, tools, and topics in short, lively entries that give you all the information you need. The Portable MBA *The Fast Forward MBA--the compact business companion you'll use every day!* Keep up with the newest ideas in business Brush up on the basics you can't do without Find direct, practical answers to complicated problems

**The Personal MBA 10th Anniversary Edition** *Penguin* The 10th anniversary edition of the bestselling foundational business training manual for ambitious readers, featuring new concepts and mental

models: updated, expanded, and revised. Many people assume they need to attend business school to learn how to build a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The Personal MBA 10th Anniversary Edition provides a clear overview of the essentials of every major business topic: entrepreneurship, product development, marketing, sales, negotiation, accounting, finance, productivity, communication, psychology, leadership, systems design, analysis, and operations management...all in one comprehensive volume. Inside you'll learn concepts such as: The 5 Parts of Every Business: You can understand and improve any business, large or small, by focusing on five fundamental topics. The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. 4 Methods to Increase Revenue: There are only four ways for a business to bring in more money. Do you know what they are? Business degrees are often a poor investment, but business skills are always useful, no matter how you acquire them. The Personal MBA will help you do great work, make good decisions, and take full advantage of your skills, abilities, and available opportunities--no matter what you do (or would like to do) for a living. **The Mobile MBA 112 Skills to Take You Further, Faster** Pearson UK Shortlisted for the CMI Management Book of the Year Competition 2011, Commuters' Read Category The Mobile MBA delivers all the knowledge you need to fast track your career - this is your portable business coach, explaining MBA skills, models and applications and showing you how to put the grand theory and big talk into practice. Packaged with 11 Skill-Pills, one for each chapter of the book, these can be downloaded to your smart phone, tablet or computer so you can get access to up-to-date advice on the move so you can apply your new skills where and when you need them. **The Ten-Day MBA 4th Ed. A Step-By-Step Guide To Mastering The Skills Taught In America's Top Business Schools** Harper Collins Revised and updated to answer the challenges of a rapidly changing business world, the 4th edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, from corporate ethics and compliance to financial planning and real estate to leadership and negotiation. With more than 400,000 copies sold around the world, this internationally acclaimed guide distills the lessons of the most popular business school courses taught at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Author Steven A. Silbiger delivers research straight from the notes of real MBA students attending these top programs today—giving you the tools you need to get ahead in business and in life. **Be a Recruiting Superstar The Fast Track to Network Marketing Millions** AMACOM Network marketing—also known as direct selling and multilevel marketing—has turned millions of people into successful business owners. But to truly reach their earning potential, network marketers need to successfully grow their businesses by recruiting the right people. Written by a true network marketing superstar who personally enlisted over 1,000 people in her first year, the book reveals a proven, innovative approach to recruiting that gets results fast. Readers will learn how to: \* discover their own recruiting style \* identify people who will become a great part of their team \* do and say the right things to turn prospects into partners \* overcome objections with confidence \* attract people who never considered network marketing Filled with advice and inspiration, this indispensable guide gives network marketers the know-how and confidence they need to grow their enterprise and become top earners. **YOU, Incorporated Your Career is Your Business** Nicholas Brealey Organized into 5 digestible chapters, You, Incorporated, Is a practical guide to career success that zeroes in on 3 essential concepts that job-seekers, career builders and career changers need to know: No Job is Forever, Employability Equals Options, and Your Career is Your Business. Written by a career transition expert who has helped thousands find their own "job utopias," readers will find a down-to-earth, accessible approach to becoming more valuable to current employers while developing long-term personal competitiveness to attract future employers and seize new opportunities! **Business Made Simple 60 Days to Master Leadership, Sales, Marketing, Execution, Management, Personal Productivity and More** HarperCollins *Leadership* Is this blue book more valuable than a business degree? Most people enter their professional careers not understanding how to grow a business. At times, this makes them feel lost, or worse, like a fraud pretending to know what they're doing. It's hard to be successful without a clear understanding of how business works. These 60 daily readings are crucial for any professional or business owner who wants to take their career to the next level. New York Times and Wall Street Journal bestselling author, Donald Miller knows that business is more than just a good idea made profitable - it's a system of unspoken rules, rarely taught by MBA schools. If you are attempting to profitably grow your business or career, you need elite business knowledge—knowledge that creates tangible value. Even if you had the time, access, or money to attend a Top 20 business school, you would still be missing the practical knowledge that propels the best and brightest forward. However, there is another way to achieve this insider skill development, which can both drastically improve your career earnings and the satisfaction of achieving your goals. Donald Miller learned how to rise to the top using the principles he shares in this book. He wrote Business Made Simple to teach others what it takes to grow your career and create a company that is healthy and profitable. These short, daily entries and accompanying videos will add enormous value to your business and the organization you work for. In this sixty-day guide, readers will be introduced to the nine areas where truly successful leaders and their businesses excel: Character: What kind of person succeeds in business? Leadership: How do you unite a team around a mission? Personal Productivity: How can you get more done in less time? Messaging: Why aren't customers paying more attention? Marketing: How do I build a sales funnel? Business Strategy: How does a business really work? Execution: How can we get things done? Sales: How do I close more sales? Management: What does a good manager do? Business Made Simple is the must-have guide for anyone who feels lost or overwhelmed by the modern business climate, even if they attended business school. Learn what the most successful business leaders have known for years through the simple but effective secrets shared in these pages. Take things further: If you want to be worth more as a business professional, read each daily entry and follow along with the free videos that will be sent to you after you buy the book. **The Street Smart MBA 10 Proven Strategies for Driving Business Success** Apress Business schools have long enticed students into their MBA programs with the promise that, after a short stint spent studying the ins and outs of the business world, they will be able to step right into the upper echelons of management or launch a business that soon has them flitting about the world in a private jet. "Sounds great," you say. "Sign me up!" Not so fast. Sure, business school might prove a necessary prerequisite for those aiming to gain employment at a large financial institution, land a job with a consultancy, or accelerate their journey to managerial superstardom at a Fortune 500 company. But for aspiring entrepreneurs and established business owners alike, the truth of the matter is this: The ability to get a business off

the ground and running successfully is not the byproduct of toiling away in a classroom, learning esoteric subjects like the economics of competition. Rather, all it takes to start and run a truly successful business are a few sensible, time-proven techniques that have been needlessly forgotten in business innovators' haste to reinvent the wheel. That's why, in *The Street Smart MBA*, Steve Babitsky and James J. Mangraviti, Jr., encourage you to ditch class—or, better yet, ditch b-school altogether—and go back to the business basics with a series of ten simple steps that will do more for your company than the letters M, B, and A ever will. There are no forays into game theory in *The Street Smart MBA*, no parables, and no intellectualizing. Instead what you will find is a practical, easy-to-understand, step-by-step business strategy guide that encourages you to revive a handful of basic yet essential practices that many business owners have lost sight of, such as: Building a brand that is so synonymous with quality that you'll be able to maximize your company's profits in no time; Turning your company's products and services into profits by finding your company a niche, working with deadlines, and honoring your company's image above all else; Dealing with customer complaints head-on so that you can turn gripes into opportunities; Doing favors, mentoring, and sending gifts, in order to grow your business network; And much more. With its emphasis on ten simple yet time-honored principles that lead to business success, *The Street Smart MBA* is all the business education that entrepreneurs with great ideas and business owners with the drive to succeed will ever need. **The Millionaire Fastlane Crack the Code to Wealth and Live Rich for a Lifetime** *Viperion Publishing Corp 10TH ANNIVERSARY EDITION* Is the financial plan of mediocrity -- a dream-stealing, soul-sucking dogma known as "The Slowlane" your plan for creating wealth? You know how it goes; it sounds a lil something like this: "Go to school, get a good job, save 10% of your paycheck, buy a used car, cancel the movie channels, quit drinking expensive Starbucks mocha lattes, save and penny-pinch your life away, trust your life-savings to the stock market, and one day, when you are oh, say, 65 years old, you can retire rich." The mainstream financial gurus have sold you blindly down the river to a great financial gamble: You've been hoodwinked to believe that wealth can be created by recklessly trusting in the uncontrollable and unpredictable markets: the housing market, the stock market, and the job market. This impotent financial gamble dubiously promises wealth in a wheelchair -- sacrifice your adult life for a financial plan that reaps dividends in the twilight of life. Accept the Slowlane as your blueprint for wealth and your financial future will blow carelessly asunder on a sailboat of HOPE: HOPE you can find a job and keep it, HOPE the stock market doesn't tank, HOPE the economy rebounds, HOPE, HOPE, and HOPE. Do you really want HOPE to be the centerpiece for your family's financial plan? Drive the Slowlane road and you will find your life deteriorate into a miserable exhibition about what you cannot do, versus what you can. For those who don't want a lifetime subscription to "settle-for-less" and a slight chance of elderly riches, there is an alternative; an expressway to extraordinary wealth that can burn a trail to financial independence faster than any road out there. Why jobs, 401(k)s, mutual funds, and 40-years of mindless frugality will never make you rich young. Why most entrepreneurs fail and how to immediately put the odds in your favor. The real law of wealth: Leverage this and wealth has no choice but to be magnetized to you. The leading cause of poorness: Change this and you change everything. How the rich really get rich - and no, it has nothing to do with a paycheck or a 401K match. Why the guru's grand deity - compound interest - is an impotent wealth accelerator. Why the guru myth of "do what you love" will most likely keep you poor, not rich. And 250+ more poverty busting distinctions... Demand the Fastlane, an alternative road-to-wealth; one that actually ignites dreams and creates millionaires young, not old. Change lanes and find your explosive wealth accelerator. Hit the Fastlane, crack the code to wealth, and find out how to live rich for a lifetime. **Social Selling Techniques to Influence Buyers and Changemakers** *Kogan Page Publishers* Adopt a clear strategy for social selling, including how to build authority online, gain influence in target communities and engage with decision-makers and changemakers to 'hack' the buying process, with the bestselling book from industry thought-leader Tim Hughes. As the digital landscape continues to change buying habits at both B2B and B2C level, it has become increasingly difficult to reach customers early enough in their decision-making process through traditional sales methods. Developing relationships with decision-makers through social networks has become an increasingly critical skill - enabling sales professionals to engage early on and 'hack' the buying process. Social Selling provides a practical, step-by-step blueprint for harnessing these specific and proven techniques including: -How to use networks purposefully to build social trust and create a high-quality community -How to develop real influence and authority in your subject area and connect with change-makers -How to scale the social selling strategy across an organization including maturity and investment models, risk and governance, and technology platforms Written by Tim Hughes, a thought-leader and renowned practitioner in social selling, and Matt Reynolds, one of the UK's leading technology sociologists, this book is essential reading for sales professionals, digital sales directors and SMEs who want to embrace the power of social selling in their organization. **Laser-sharp Focus A No-fluff Guide to Improved Concentration, Maximised Productivity and Fast-track to Success The Visual MBA Two Years of Business School Packed Into One Priceless Book of Pure Awesomeness** *Houghton Mifflin* An illustrated "instant MBA" degree presented in an engaging, sketch notes-style that covers all the main concepts taught in a traditional business school program--at a fraction of the cost. **The Big Book of Conflict Resolution Games: Quick, Effective Activities to Improve Communication, Trust and Collaboration** *McGraw Hill Professional* Make workplace conflict resolution a game that EVERYBODY wins! Recent studies show that typical managers devote more than a quarter of their time to resolving coworker disputes. The Big Book of Conflict-Resolution Games offers a wealth of activities and exercises for groups of any size that let you manage your business (instead of managing personalities). Part of the acclaimed, bestselling Big Books series, this guide offers step-by-step directions and customizable tools that empower you to heal rifts arising from ineffective communication, cultural/personality clashes, and other specific problem areas—before they affect your organization's bottom line. Let The Big Book of Conflict-Resolution Games help you to: Build trust Foster morale Improve processes Overcome diversity issues And more Dozens of physical and verbal activities help create a safe environment for teams to explore several common forms of conflict—and their resolution. Inexpensive, easy-to-implement, and proved effective at Fortune 500 corporations and mom-and-pop businesses alike, the exercises in The Big Book of Conflict-Resolution Games delivers everything you need to make your workplace more efficient, effective, and engaged. **An Entire MBA in 1 Course From the Author of the Udemy. com Course an Entire MBA in 1 Course** *Createspace Independent Publishing Platform* \*\* ACCORDING TO BUSINESS INSIDER: "Getting your MBA has never been easier. Haroun is one of the highest rated professors on Udemy, so you can expect to be in good hands through the course of your education." \*\* This is the book version of the popular Udemy.com course called "An Entire MBA in 1 Course." From the Author of

"101 Crucial Lessons They Don't Teach You in Business School," which Forbes magazine calls "1 of 6 books that all entrepreneurs need to read right now." This book will teach you everything you need to know about business....from starting a company to taking it public. Most business books are significantly outdated. This book leverages many online resources and makes the general business, accounting and finance process very easy to understand (and enjoyable too)! There are many incredibly engaging and entertaining video links in the book to YouTube and other sources; 'edutainment' works! Although this book is close to 400 pages, I tried to visualize the content of this book as much as possible as this is a more impactful and enjoyable way to learn (think Pinterest versus the tiny words in the Economist)! The contents of this book are all based on my work experience at several firms, including Goldman Sachs, the consulting industry at Accenture, a few companies I have started, the hedge fund industry where I worked at Citadel and most recently, based on my experience at a prominent San Francisco based venture capital firm. I also included many helpful practical business concepts I learned while I did an MBA at Columbia University and a Bachelor of Commerce degree at McGill University. Think of this book as a "greatest hits" business summary from my MBA, undergraduate business degree, work experience in consulting, equities, hedge funds, venture capital and starting my own companies. As the title of this book suggests, this is an entire MBA in one book; it's also a practical manual to help you accomplish your business career goals. I have minimized "boring theoretical concepts" in this book in order to keep it as close to reality as possible. I hope you enjoy it! In addition to teaching at 4 universities in the San Francisco Bay Area, you can find other courses that I teach online at [www.udemy.com/user/chris-haroun/](http://www.udemy.com/user/chris-haroun/).

**Freezing Order A True Story of Money Laundering, Murder, and Surviving Vladimir Putin's Wrath** *Simon and Schuster* NEW YORK TIMES BESTSELLER Following his explosive New York Times bestseller Red Notice, Bill Browder returns with another gripping thriller chronicling how he became Vladimir Putin's number one enemy by exposing Putin's campaign to steal and launder hundreds of billions of dollars and kill anyone who stands in his way. When Bill Browder's young Russian lawyer, Sergei Magnitsky, was beaten to death in a Moscow jail, Browder made it his life's mission to go after his killers and make sure they faced justice. The first step of that mission was to uncover who was behind the \$230 million tax refund scheme that Magnitsky was killed over. As Browder and his team tracked the money as it flowed out of Russia through the Baltics and Cyprus and on to Western Europe and the Americas, they were shocked to discover that Vladimir Putin himself was a beneficiary of the crime. As law enforcement agencies began freezing the money, Putin retaliated. He and his cronies set up honey traps, hired process servers to chase Browder through cities, murdered more of his Russian allies, and enlisted some of the top lawyers and politicians in America to bring him down. Putin will stop at nothing to protect his money. As Freezing Order reveals, it was Browder's campaign to expose Putin's corruption that prompted Russia's intervention in the 2016 US presidential election. At once a financial caper, an international adventure, and a passionate plea for justice, Freezing Order is a stirring morality tale about how one man can take on one of the most ruthless villains in the world—and win.

**The Melancholy MBA** Brick Road Poetry Press is committed to publishing work that appeals to a wide range of tastes. If you enjoy writing that is fast-paced, accessible, and sharply-drawn, The Melancholy MBA will not disappoint. The book is filled with scenes and stories from America's offices and boardrooms, those "glass-enclosed jungles" that shape our lives and culture.

**Starting a Business For Dummies** *John Wiley & Sons* Starting your own UK business is an exciting - and challenging - time. This updated edition of the startup classic shows you how to build a business agile enough to take advantage of emerging trends and opportunities, and sturdy enough to weather any storm. Packed with real-life examples and links to hundreds of valuable resources, Starting a Business For Dummies, 4th UK Edition gives you what you need to make the leap from employee to successful entrepreneur with confidence. All your favourite, trusted content has been updated including: Laying the groundwork and testing the feasibility of your business idea Writing a winning business plan and finding funding How to operate effectively, including managing your finances and employing people Growing your business and improving performance New content includes: The latest funding schemes, including government funding and crowdfunding Tendering for public sector work Avoiding business cyber-crime Franchising and pop ups Exporting (the government has set a target of doubling the number of exporting companies by 2020) Environmental impact (a recent survey found 77% of SMEs wanted to know how to measure and improve their environmental impact)

**The 48 Laws Of Power** *Profile Books* THE MILLION COPY INTERNATIONAL BESTSELLER Drawn from 3,000 years of the history of power, this is the definitive guide to help readers achieve for themselves what Queen Elizabeth I, Henry Kissinger, Louis XIV and Machiavelli learnt the hard way. Law 1: Never outshine the master Law 2: Never put too much trust in friends; learn how to use enemies Law 3: Conceal your intentions Law 4: Always say less than necessary. The text is bold and elegant, laid out in black and red throughout and replete with fables and unique word sculptures. The 48 laws are illustrated through the tactics, triumphs and failures of great figures from the past who have wielded - or been victimised by - power.

(From the Playboy interview with Jay-Z, April 2003) PLAYBOY: Rap careers are usually over fast: one or two hits, then styles change and a new guy comes along. Why have you endured while other rappers haven't? JAY-Z: I would say that it's from still being able to relate to people. It's natural to lose yourself when you have success, to start surrounding yourself with fake people. In The 48 Laws of Power, it says the worst thing you can do is build a fortress around yourself. I still got the people who grew up with me, my cousin and my childhood friends. This guy right here (gestures to the studio manager), he's my friend, and he told me that one of my records, Volume Three, was wack. People set higher standards for me, and I love it.

**Cases and Exercises in Organization Development & Change** *SAGE Publications* Cases and Exercises in Organization Development & Change, Second Edition encourages students to practice organization development (OD) skills in unison with learning about theories of organizational change and human behavior. The book includes a comprehensive collection of cases about the OD process and organization-wide, team, and individual interventions, including global OD, dialogic OD, and OD in virtual organizations. In addition to real-world cases, author Donald L. Anderson gives students practical and experiential exercises that make the course material come alive through realistic scenarios that managers and organizational change practitioners regularly experience.

**Quick Start Coaching Kit The Fast Track to Coaching Success** In a world where "coaching" is widely misunderstood and "coaches" seem to be showing up everywhere, the biggest challenge for many professional coaches, especially new ones, is to explain what they do and how they are different from all the others. This Coaching Kit gives coaches specific "start-up" guidance and ready-to-use tools to recruit new clients and launch their businesses on solid footing. Included are tips for helping coaches market, sell, and deliver their services, guidelines for talking about themselves and their process, and a brand new section on considerations for internal

coaches and managers who deploy coaching in their leadership toolkit. There is also a chapter dedicated to sorting out and simplifying the credentialing process. Part II is loaded with sample forms and templates that might come in handy for emerging coaches.