

The Vest-pocket Mba: Fourth Edition (Paperback)

By Dr. Jae K. Shim, Joel Siegel, Allison Shim

Penguin Putnam Inc, United States, 2012. Paperback. Condition: New. 4th Revised edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. The bestselling pocket problem-solver for today s busy executive, now fully revised and updated. This bestselling, soup-to-nuts book teaches the techniques and methods used in the country s finest MBA programs. Presented in an accessible question-and-answer format, The Vest-Pocket MBA helps readers quickly pinpoint all the formulas, ratios, and rules of thumb they need to analyze and evaluate nearly any problem. This fully revised fourth edition covers many important business concepts and recent developments, including strategic cost management, balanced scoreboard, global competition, business process reengineering, target pricing, e-marketing, and cloud computing. It also features tools for evaluating any company s financial health and scores of tables, graphs, and charts that simplify complex problems. The Vest-Pocket MBA offers a wealth of indispensible information for the modern decision-maker, from the B-school student to the senior executive.



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