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10 DAY MBA: A STEP BY STEP GUIDE TO MASTERING THE SKILLS TAUGHT IN TOP BUSINESS SCHOOLS 1993 mba

MBA 2020-11 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

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2003 the 10 day coaches mba teaches everything you need to know about building a successful coaching business in the digital age the stuff you didn t learn at coaching school becoming a successful coach today isn t simply about being a great coach it s about rethinking a whole new way of doing business creating a vip client experience embracing experiential coaching and shifting from coach to trusted authority in your field you can t build a successful coaching business without a shift in thinking if you think that being the best coach in the industry is all it takes to win you re going to lose in this far sighted trailblazing guide the author changes the way you think about your coaching and your business by applying the methods in this book coaches can raise their prices deliver the ultimate coaching experience and skyrocket client results while this discipline defines the coaching industry it applies to every kind of transformational service based business the 10 day coaches mba is revolutionizing the business of coaching showing every coach how to create their ultimate coaching business

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