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Nota di contenuto	Complete MBA For Dummies, 2nd Edition; Contents at a Glance; Table of Contents; Introduction; About This Book; Conventions Used in This Book; What You're Not to Read; Foolish Assumptions; How This Book Is Organized; Icons Used in This Book; Where to Go from Here; Part I: The New, Improved World of Business; Chapter 1: The MBA in a Nutshell; Chapter 2: Today's Hottest Business Trends; Chapter 3: Entrepreneurship for Everyone; Chapter 4: Global Business: Fun and Profit in Katmandu; Chapter 5: Polish Your Crystal Ball for Some Strategic Planning; Part II: Managing a Business in the New World Chapter 6: Managing Is Hard Leading Is Even Harder; Chapter 7: Carrots and Sticks: The ABCs of Motivating Employees; Chapter 8: Hiring and Firing: How to Get Good Employees and Keep Them; Chapter 9: One for All and All for One: Building Teams That Really Work; Part III: Money: What You Don't Know Will Hurt You; Chapter 10: All You Ever Wanted to Know about Accounting; Chapter 11: Working Your Way through Financial Statements; Chapter 12: Deciphering the Mysteries of Financial Planning and Analysis; Chapter 13: Understanding Stocks and Bonds; Chapter 14: It Takes Money to Make Money Part IV: Marketing in the New WorldChapter 15: You Are Nothing without a Customer; Chapter 16: Getting Noticed with Advertising and Promotion; Chapter 17: Navigating the New World of Selling; Part V: Other Important Stuff; Chapter 18: Manufacturing and Distribution: It's a Brave New World; Chapter 19: The Ins and Outs of Risk Management;

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Ten Biggest Mistakes Managers Make; Chapter 23: Ten Effective Ways  
to Market Your Products and Services  
Chapter 24: Ten (Or So) Steps to Improve Your Cash FlowIndex

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Sommario/riassunto

Want to get an MBA? The Complete MBA For Dummies, 2nd Edition, is the practical, plain-English guide that covers all the basics of a top-notch MBA program, helping you to navigate today's most innovative business strategies. From management to entrepreneurship to strategic planning, you'll understand the hottest trends and get the latest techniques for motivating employees, building global partnerships, managing risk, and manufacturing. This fun, easy-to-access guide is full of useful information, tips, and checklists that will help you lead, manage, or participate i

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