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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. It provides the tools and techniques you need to seize business opportunities and implement strategies successfully.

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The 30 Day MBA covers the essential elements and core disciplines in a top MBA program.

The 30 Day MBA: Your Fast Track Guide to Business Success

This is an interesting book, despite it not actually delivering what the reader may expect at first glance! Clearly you cannot get an MBA in 30 days, yet within 30 days of reading the book you might get a good idea about the core subjects that this advanced degree can offer. It is not deceptive if you look it at logically...

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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.

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