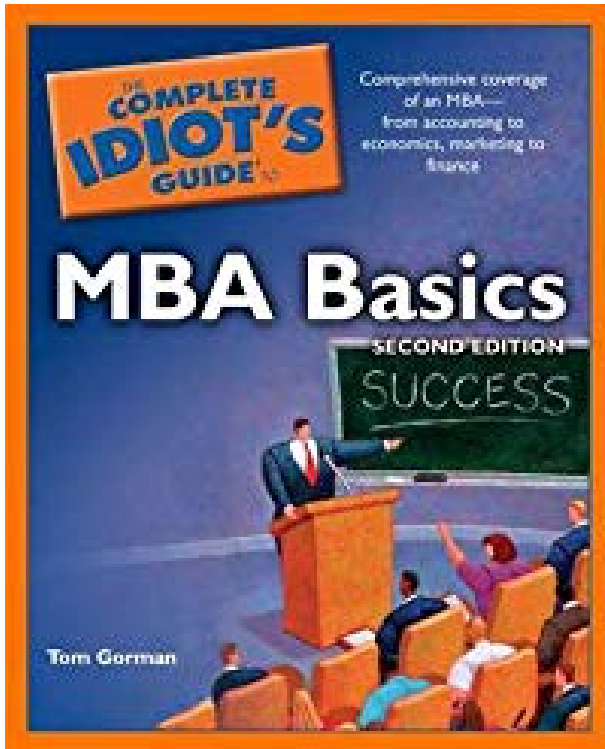


# The Complete Idiot's Guide to MBA Basics



<b>Goodreads Rating:</b>	3.57
<b>ISBN13:</b>	9780028644493
<b>Genre:</b>	Business
<b>Language</b>	English
<b>Author:</b>	Tom Gorman
<b>Published:</b>	March 4th 2003 by Alpha
<b>Pages:</b>	432
<b>ISBN10:</b>	0028644492

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A revised edition of the popular classic, this title features updated topics to build MBA knowledge. Students and managers alike will learn about management skills, business operations, financial statements, marketing, product development, customer service, strategic planning, information management, and quality management. Updated coverage includes global and international business, knowledge management, e-commerce, supply chain management, sales channel management, and financial integrity and ethics.