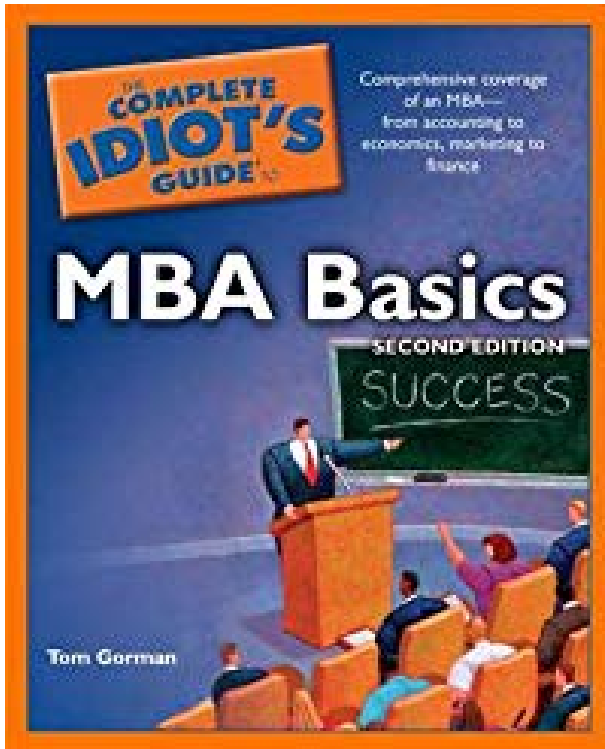


The Complete Idiot's Guide to MBA Basics



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

[The Complete Idiot's Guide to MBA Basics.pdf](#)

[The Complete Idiot's Guide to MBA Basics.epub](#)

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.