



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

Colin Barrow

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Drawing on the twelve core disciplines of business, including business law, economics, marketing and finance, this fourth edition of the hugely successful The 30 Day MBA shows you how to use key business concepts and tools to assess business decisions and implement strategy.

Now with a new concept for each chapter - including crowdfunding, digital marketing, business incubators and the 80/20 principle - The 30 Day MBA also provides coverage of the key optional modules: Mergers and Acquisitions and International Business. New case studies include Chilango, TomTom, Heinz, Hotel Chocolat, Shell, The Card Factory and Addidas among others.

Including a range of free online questions and answers that enable you to self-assess your knowledge, this bestselling classroom-free guide is brimming with models, international case studies and practical applications of key theories, placing MBA skills within reach of all professionals and students.

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