

Operations Management For Mbas 5th Edition

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Transportation Operations Management -

Darren Prokop 2022-03-25

Transportation Operations Management provides the analytical tools and industry-wide context necessary to understand and address the critical real-world problems in transportation operations and planning that shippers, carriers, and third-party logistics providers face every day. The book examines operational problems from all transportation modes—air, motor carrier, water vessel, pipeline, and rail—to show how these interact in the real world of today's carriers and shippers. The book also outlines and analyzes key issues such as designing efficient domestic and international transportation networks; choosing optimal locations within market spaces; designing infrastructure to manage network congestion; leveraging intermodalism for operational flexibility; leveraging techniques for costing, pricing, and revenue management; using tracking technology for decisionmaking; maintaining regulatory compliance in operations; and managing environmental stewardship. Paying particular attention to the influence of the logistical constraints of time, physical space, and location, the book reveals the key role of transportation in strategic and tactical decision-making. The book uses mathematical techniques such as the theory of capacity management, the microeconomics of costing and pricing, risk management, linear optimization, productivity measurement, queueing theory, and complex scheduling. The book also uses real-world problems with their

actual marketplace constraints in technology, geography, and government regulations to provide an applied context to the techniques examined. Applies the latest analytical techniques to address real-world situations domestically and internationally, from industry and government, demonstrating the interplay between business and government, and planning vs day-to-day operations Includes case studies that demonstrate the opportunities and constraints regarding how workable solutions to an operations management problem can be structured Includes learning aids such as chapter objectives, in-depth discussion of techniques, and key points made in prose, mathematically, and diagrammatically
Operations Management for MBAs - Jack R. Meredith 1999

Focus on the Needs of the MBA Student! Meredith and Shafer introduce the key topics of operations management focusing on the needs of MBA students. Contemporary concepts of relevance to MBA students such as the balanced scorecard, core competency, mass customization, benchmarking, business process design, and enterprise resource planning (SAP) are also included. More importantly, the book is written with the marketing, finance, and other majors in mind, emphasizing how a basic understanding of operations is important to all career paths. Operations management for MBAs is also specifically designed to allow the professor to tailor their course around the students' needs! The streamlined coverage of concepts provides the instructor with the

opportunity to integrate additional materials into the course such as cases and readings, further enhancing student learning. Furthermore, having a text that solidly covers just the fundamental concepts provides students with the background needed to integrate these important supplementary materials. Key Features of the Text * Focus is placed on the needs and skills of MBA students. * The material is conceptual and strategic in nature making it more relevant and interesting to experienced students. *

Contemporary, real world topics such as revenue management, service defections, and supply chain management address students' current needs. * A condensed and inexpensive treatment of the material allows the instructor to economically add supplementary material. *

Quantitative material is presented only when it provides a better understanding of key concepts.

Financial Accounting for Executives and MBAs - Paul J. Simko 2016-11-20

The McGraw-Hill 36-Hour Course: Operations Management - Linda Brennan 2010-09-17

Take a crash course in boosting operational efficiency! Whether a business manufactures trucks, delivers packages, or sells coffee, it lives and breathes on its operations. Without exception. Ensuring smooth, efficient processes is a challenging task--but the rewards are immense. The McGraw-Hill 36-Hour Course: Operations Management puts you on the fast track to bolstering and managing the effectiveness of your organization's operations. Complete with exercises, self-tests, and an online final exam, this virtual immersion course in operations management teaches you how to: Evaluate and measure existing systems' performance Use quality management tools like Six Sigma and Lean Production Design new, improved processes Define, plan, and control costs of projects Take this in-depth course on operations management and put your vision into action. This is the only book on the syllabus. Class begins now!

The Effective Executive - Peter Drucker 2018-03-09

The measure of the executive, Peter Drucker reminds us, is the ability to 'get the right things done'. Usually this involves doing what other people have overlooked, as well as avoiding what

is unproductive. He identifies five talents as essential to effectiveness, and these can be learned; in fact, they must be learned just as scales must be mastered by every piano student regardless of his natural gifts. Intelligence, imagination and knowledge may all be wasted in an executive job without the acquired habits of mind that convert these into results. One of the talents is the management of time. Another is choosing what to contribute to the particular organization. A third is knowing where and how to apply your strength to best effect. Fourth is setting up the right priorities. And all of them must be knitted together by effective decision-making. How these can be developed forms the main body of the book. The author ranges widely through the annals of business and government to demonstrate the distinctive skill of the executive. He turns familiar experience upside down to see it in new perspective. The book is full of surprises, with its fresh insights into old and seemingly trite situations.

Managers Not MBAs - Henry Mintzberg 2005-06-02

In this sweeping critique of how managers are educated and how, as a consequence, management is practiced, Henry Mintzberg offers thoughtful and controversial ideas for reforming both. "The MBA trains the wrong people in the wrong ways with the wrong consequences," Mintzberg writes. "Using the classroom to help develop people already practicing management is a fine idea, but pretending to create managers out of people who have never managed is a sham." Leaders cannot be created in a classroom. They arise in context. But people who already practice management can significantly improve their effectiveness given the opportunity to learn thoughtfully from their own experience. Mintzberg calls for a more engaging approach to managing and a more reflective approach to management education. He also outlines how business schools can become true schools of management.

Corporate Financial Management - Douglas R. Emery 2004

Suitable for MBA and intermediate undergraduate-level corporate finance or financial management courses, this work helps students to develop financial intuition and make

better decisions. It also integrates the major developments made in finance, such as options, agency theory and new research about the impact of asymmetric information.

Computer Simulation in Management Science - Michael Pidd 2006-04-14

The fifth edition of this book reflects its continued popularity and standing in the field. It provides a clear guide to the role of modelling and the computer simulation methods used in management science. Readers will find an in-depth coverage of the modelling, computing and statistical aspects of discrete simulation and systems dynamics. Overall the book shows how practical simulation models are built and used, and provides the theory needed to do this.

Revisions to this edition include a new chapter on Monte Carlo simulation using spreadsheets, a new look inside discrete simulation software and simulation models in Visual Basic, SIMUL8 and Micro Saint. Further information can be found at:

<http://www.lancs.ac.uk/staff/smamp/mpsim.html>

Focused Operations Management - Boaz Ronen 2008-03-11

Focused Operations Management shows how to do much more with existing resources in terms of throughput, response time and quality. It provides a system view and will touch upon performance measures, operations management, quality, cost-accounting, pricing, and above all, value creation and value enhancement.

Managing Performance Improvement -

Lynne F. Baxter 2007-11-16

From TQM to Six Sigma and the Balanced Scorecard, there appears to be no end to the 'revolutionary' approaches proposed to improve business performance. However, on closer inspection, most new performance improvement approaches offer few differences from their predecessors. This thought-provoking book provides a critical perspective on the management of performance improvement initiatives by relating major theories to practical examples from a wide range of organizations. Baxter and MacLeod analyze ideas on performance improvement and discuss how these concepts might not make any impact on organizations, using cases as diverse as telecommunications, cement manufacturing, a major airport, and an economic development

organization. In their critique of popular performance improvement 'innovations', the authors highlight the possible damage to organizations they can cause. In response to prevailing performance improvement practices, the authors put forth the concept of repair as a way to rescue these efforts. Working from the authors' extensive research, they present alternative perspectives on improvement that shifts forward the stagnant debates on these processes. Offering a needed alternative perspective and real insights into the process of implementing performance improvements, this book will prove invaluable to advanced students and MBAs studying quality, performance improvement, operations management, and HRM.

The Visual MBA - Jason Barron 2019

An illustrated "instant MBA" degree presented in an engaging, sketch notes-style that covers all the main concepts taught in a traditional business school program--at a fraction of the cost.

Operations Management MBAs - Meredith 2020-01-02

Financial & Managerial Accounting for MBAs - Thomas R. Dyckman 2020

Ten-day MBA, The, Rev. - Steven Silbiger 1999-10-20

Steven Silbiger has distilled the material of the ten most popular business schools in order to teach readers the language of business. At the rate of one easy-to-understand chapter a day, this book will enable readers to absorb the material, speak the language, and, most importantly, acquire the confidence and expertise needed to get ahead in the competitive business world.

Managerial Accounting for Managers - Eric W. Noreen 2011

Operations Management - Andrew Greasley 2007-12-12

The SAGE Course Companion on Operations Management is an accessible introduction to the subject that will help readers to extend their understanding of key concepts and enhance their thinking skills in line with course requirements. It provides support on how to

revise for exams and prepare for and write assessed pieces. Readers are encouraged not only to think like an operations manager but also to think about the subject critically.

Bedtime Stories for Managers - Henry Mintzberg 2019-02-05

If you're like most managers and things keep you up at night, now you can turn to a book that's designed especially for you! But you won't find talking rabbits or princesses here. (There is a cow, but it doesn't jump.) Henry Mintzberg has culled forty-two of the best posts from his widely read blog and turned them into a deceptively light, sneakily serious compendium of sometimes heretical reflections on management. The moral here is this: managers need to leave their castles and find out what's actually going on in their kingdoms. And like real bedtime stories, these essays have metaphors galore. So prepare to grow strategies like weeds and organize like a cow. Discover the maestro myth of managing, find the soft underbelly of hard data, and learn why downsizing is bloodletting and your board should be a bee. Mintzberg writes, "Just try not to be outraged by anything you read, because some of my most outrageous ideas turn out to be my best. They just take a while to become obvious."

Matching Supply with Demand - Gérard Cachon 2008

MATCHING SUPPLY WITH DEMAND by Cachon and Terwiesch is the most authoritative, cutting-edge book for operations management MBAs. The book demands rigorous analysis on the part of students without requiring consistent use of sophisticated mathematical modeling to perform it. When the use of quantitative tools or formal modeling is indicated, it is only to perform the necessary analysis needed to inform and support a practical business solution.

Operations Management MBAs - Jack R. Meredith 2022-12-08

Operations and Supply Chain Management - Roberta S. Russell 2020-05-07

Russell and Taylor's Operations and Supply Chain Management, 9th Edition is designed to teach students how to analyze processes, ensure quality, create value, and manage the flow of information and products, while creating value along the supply chain in a global environment.

Russell and Taylor explain and clearly demonstrate the skills needed to be a successful operations manager. Most importantly, Operations Management, 9th Edition makes the quantitative topics easy for students to understand and the mathematical applications less intimidating. Appropriate for students preparing for careers across functional areas of the business environment, this text provides foundational understanding of both qualitative and quantitative operations management processes.

Production & Operations Management - Upendra Kachru 2009

This book takes a pedagogical approach that is participative and interactive, involving the case study method of learning. Chapters start with an Indian case study of a well known company. This is used as a capstone case for the chapter. The student will find this an easy learning experience as data and additional information for these enterprises is readily available. The selection of such cases makes classroom learning truly suited to the Indian business environment. The value driven approach to Operations Management is used in structuring the text into three modules. The first module discusses the infrastructure function of Operations Management. Infrastructure function is considered to be product, process, capacity and location. Module Two describes the structure of the operations function. This includes quality and other product transformation processes. Module Three focuses on the organization, people and processes i.e. the job, the work, and the workplace. In addition, most of the mathematical techniques have been separated into supplements attached to the relevant chapters. Software solutions for the techniques have been explained in the text. Every mathematical technique is exemplified with a number of solved problems. Unlike many Production and Operations Management texts, this book covers E-commerce, Industrial Safety, Maintenance, Environmental Management (Green Productivity) and new technological trends in the discipline. These sections should add to the significance of exploring how firms can gain competitive advantage and promote sustainable development at the same time. The last section of the book comprises of a selection

of cases from The Indian Institute of Management at Ahmedabad. The cases encompass the entire spectrum of Indian Industry the private and the public sectors, professional and family managed business organizations, service and manufacturing industries, single industry and conglomerates. The cases relate to Operations Strategy, Supply Chain Management, Capacity Planning, New Products, Manufacturing Technologies, etc. The Case Studies are of world class. Prof. Tirupati, one of the authors of the case studies, according to Management Science, has penned one of the top 100 management articles in the 50 years. The book is comprehensive, lucid and easy to read and understand. It should be of great value both to students and faculty.

Organizational Culture and Leadership - Edgar H. Schein 2010-07-16

Regarded as one of the most influential management books of all time, this fourth edition of *Leadership and Organizational Culture* transforms the abstract concept of culture into a tool that can be used to better shape the dynamics of organization and change. This updated edition focuses on today's business realities. Edgar Schein draws on a wide range of contemporary research to redefine culture and demonstrate the crucial role leaders play in successfully applying the principles of culture to achieve their organizational goals.

Operations Management - B. Mahadevan 2010
"Covers the core concepts and theories of production and operations management in the global as well as Indian context. Includes boxes, solved numerical examples, real-world examples and case studies, practice problems, and videos. Focuses on strategic decision making, design, planning, and operational control"--Provided by publisher.

25 Need-to-Know MBA Models - Julian Birkinshaw 2017-01-24

25 Need-to-Know MBA Models provides easy access to the most useful models, tools and concepts that are covered on MBA programmes. Whether you are a student about to embark on an MBA or a manager who wants to understand the ideas taught, this guide will help you to get ahead. Covering 25 key models that have been picked from programmes around the world, *25 Need-to-Know MBA Models* cuts through the

jargon to give you the core information on each model: what it is, when to use it, how to use it with key practical tips. Want new ways of looking at old problems? Need a range of management decision-making tools at your fingertips? Only want what you need to know, rather than reams of theory? Includes 10 handy dos and don'ts of using MBA models With indispensable models that will help you make the most out of every business opportunity, this book tells you what you need to know, fast.
Operations Management for MBAs - Jack R. Meredith 2012-11-06

Operations managers need a resource that will enhance their experiences with relevant examples and discussions. This fourth edition arms them with the information they'll need to succeed. The material has been completely reorganized with a focus on the current thrusts of operations management: strategy, six sigma, lean, and supply chain management. Several case studies have been added to show how the concepts are applied on the job. The pages are now in two colors to enhance the images and exhibits integrated throughout the chapters. In addition, the heavier quantitative material is minimized to provide operations managers with just the coverage needed and examples that illustrate a particular concept.

Operations Strategy - Nigel Slack 2008
Operation Strategy Second Edition Nigel Slack and Michael Lewis Ideal for Advanced Undergraduate and Postgraduate students, this book builds on concepts from Strategic Management, Operations Management, Marketing and HRM to give students a comprehensive understanding of Operations Strategy. Features Comprehensive and accessible with authoritative authorship and an excellent blend of theory and practice A European context Engaging case studies Teaching resources including an Instructor's Manual with extensive case notes and PowerPoint slides at www.pearsoned.co.uk/slack.
What's New? This new edition has been focused to concentrate on the most significant topics in the subject, with 10 chapters replacing the previous 15. New material has been added and coverage of some older topics has been revised (see new table of contents). End-of-chapter case exercises have been replaced by a major end-of-

book section of 'Harvard-type' cases. New to the Instructor's resources online: additional cases and a set of questions and answers for class use / exam use. New coverage of hot topics, such as the implications of ERP and Six Sigma on ops strategy, agility and its inter-relationship with lean, supply management issues, operations strategy for competitive advantage and SCM, and implementation.

The Personal MBA - Josh Kaufman 2012
Sharing the essentials of sales, marketing, negotiation, strategy, and much more, the creator of PersonalMBA.com shows readers how to master the fundamentals, hone their business instincts, and save a fortune in tuition.

Microeconomics for MBAs - Richard B. McKenzie 2016-07-18

A sophisticated yet non-technical introduction to microeconomics for MBA students, now in its third edition.

Operations Management - Michael Lewis 2003
Describes the key concepts of operations management, covering such topics as planning and control, the role of technology, and "just-in-time" techniques.

The Ten-Day MBA 4th Ed. - Steven A. Silbiger 2012-07-24

Revised and updated to answer the challenges of a rapidly changing business world, the 4th edition of The Ten-Day MBA includes the latest topics taught at America's top business schools, from corporate ethics and compliance to financial planning and real estate to leadership and negotiation. With more than 400,000 copies sold around the world, this internationally acclaimed guide distills the lessons of the most popular business school courses taught at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Author Steven A. Silbiger delivers research straight from the notes of real MBA students attending these top programs today—giving you the tools you need to get ahead in business and in life.

Making Global MBAs - Andrew Orta 2019-10-01

A generation of aspiring business managers has been taught to see a world of difference as a world of opportunity. In Making Global MBAs, Andrew Orta examines the culture of

contemporary business education, and the ways MBA programs participate in the production of global capitalism through the education of the business subjects who will be managing it. Based on extensive field research in several leading US business schools, this groundbreaking ethnography exposes what the culture of MBA training says about contemporary understandings of capitalism in the context of globalization. Orta details the rituals of MBA life and the ways MBA curricula cultivate both habits of fast-paced technical competence and "softer" qualities and talents thought to be essential to unlocking the value of international cultural difference while managing its risks. Making Global MBAs provides an essential critique of neoliberal thinking for students and professionals in a wide variety of fields.

The 30 Day MBA - Colin Barrow 2019-01-03

If you want to accelerate your career development and transform your skillset, but without the price tag and two-year commitment of the MBA, this is the book for you. 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. Complex concepts are explained in simple and practical terms, helping you to apply high level concepts to the real-life world of business. 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. This book equips you with essential hard knowledge, but also helps you understand how business and current thinking is shifting in today's turbulent global markets, and broadens your mind with the knowledge and confidence to excel in a competitive career.

Managerial Economics - Ivan Png 2007

Now in its third edition, this highly readable, non-technical introduction to the essential microeconomic principles is perfect for business

managers. The new edition retains its global focus and economic rigor, with an emphasis on the role of information in decision-making. The text has been extensively updated and rewritten to include new and recent cases and examples from a multitude of countries and economic systems, applied to managerial situations. Utilizing economic analysis to spotlight topics in accounting, finance, human resources, and marketing, *Managerial Economics, 3e* employs a simple, pedagogic model, providing the most up-to-date and relevant foundation in the field. Written for managers rather than economists. Each chapter begins with a real-world mini-case. Chapters are reinforced with progress checks, review questions, and discussion questions. New coverage of oligopoly, time value of money, behavioral economics, experience curve, R&D strategy, and more. Uses mathematics only where necessary. Extensive online resources are available at

<http://www.comp.nus.edu.sg/~ipng/mecon.htm> including updates to the book, PowerPoint slides, an Instructor's Manual, and answers to discussion questions. A wiki site at <http://manecon.pbwiki.com/> provides additional examples as well as contributions from readers and instructors.

Operations Management - Jack R. Meredith 2011. *Operations Management for MBAs* provides an introduction to the basic concepts of operations management with a strategic, conceptual, and contemporary approach. Specifically written with the needs of MBA students in mind, current topics such as supply chain management, the balanced scorecard, and yield management, as well as those specific to marketing, finance and other majors are explained.

Python for MBAs - Mattan Griffel 2021-05-04. From the ads that track us to the maps that guide us, the twenty-first century runs on code. The business world is no different. Programming has become one of the fastest-growing topics at business schools around the world. An increasing number of MBAs are choosing to pursue careers in tech. For them and other professionals, having some basic coding knowledge is a must. This book is an introduction to programming with Python for MBA students and others in business positions who need a crash course. One of the most

popular programming languages, Python is used for tasks such as building and running websites, data analysis, machine learning, and natural-language processing. Drawing on years of experience providing instruction in this material at Columbia Business School as well as extensive backgrounds in technology, entrepreneurship, and consulting, Mattan Griffel and Daniel Guetta teach the basics of programming from scratch. Beginning with fundamentals such as variables, strings, lists, and functions, they build up to data analytics and practical ways to derive value from large and complex datasets. They focus on business use cases throughout, using the real-world example of a major restaurant chain to offer a concrete look at what Python can do. Written for business students with no previous coding experience and those in business roles that include coding or working with coding teams, *Python for MBAs* is an indispensable introduction to a versatile and powerful programming language.

Production and Operations Management Systems - Sushil Gupta 2014-02-07

Since the beginning of mankind on Earth, if the "busyness" process was successful, then some form of benefit sustained it. The fundamentals are obvious: get the right inputs (materials, labor, money, and ideas); transform them into highly demanded, quality outputs; and make it available in time to the end consumer.

Illustrating how operations relate to the rest of the organization, *Production and Operations Management Systems* provides an understanding of the production and operations management (P/OM) functions as well as the processes of goods and service producers. The modular character of the text permits many different journeys through the materials. If you like to start with supply chain management (Chapter 9) and then move on to inventory management (Chapter 5) and then quality management (Chapter 8), you can do so in that order. However, if your focus is product line stability and quick response time to competition, you may prefer to begin with project management (Chapter 7) to reflect the continuous project mode required for fast redesign rapid response. Slides, lectures, Excel worksheets, and solutions to short and extended problem sets are available on the Downloads /

Updates tabs. The project management component of P/OM is no longer an auxiliary aspect of the field. The entire system has to be viewed and understood. The book helps students develop a sense of managerial competence in making decisions in the design, planning, operation, and control of manufacturing, production, and operations systems through examples and case studies. The text uses analytical techniques when necessary to develop critical thinking and to sharpen decision-making skills. It makes production and operations management (P/OM) interesting, even exciting, to those who are embarking on a career that involves business of any kind.

Project Management, Planning and Control
- Albert Lester 2007

A comprehensive book on project management, covering all principles and methods with fully worked examples, this book includes both hard and soft skills for the engineering, manufacturing and construction industries. Ideal for engineering project managers considering obtaining a Project Management Professional (PMP) qualification, this book covers in theory and practice, the complete body of knowledge for both the Project Management Institute (PMI) and the Association of Project Management (APM). Fully aligned with the latest 2005 updates to the exam syllabi, complete with online sample Q&A, and updated to include the latest revision of BS 6079 (British Standards Institute Guide to Project Management in the Construction Industry), this book is a complete and valuable reference for anyone serious about project management. The complete body of knowledge for project management professionals in the engineering, manufacturing and construction sectors Covers all hard and soft topics in both theory and practice for the newly revised PMP and APMP qualification exams, along with the latest revision of BS 6079 standard on project management in the construction industry Written by a qualified PMP exam accreditor and accompanied by online Q&A resources for self-testing

Operations and Supply Chain Management for MBAs - Jack R. Meredith 2019-09-11
The seventh edition of *Operations and Supply Chain Management for MBAs* is the definitive introduction to the fundamental concepts of

supply chain and operations management. Designed specifically to meet the needs of MBA students, this market-leading book offers clear presentation of topics such process planning and design, capacity and location planning, schedule and inventory management, and enterprise resource planning. A strategic, conceptual approach helps readers comprehend the contemporary issues they will soon be facing in industry. This concisely-formatted volume enables instructors to customize their courses for the unique requirements of MBA programs. Each chapter integrates material directly into the text rather than sidebars, highlights, and other pedagogical devices to achieve a smooth, easy-to-read narrative flow. Carefully selected questions prompt discussions that complement the mature, more experienced nature of MBA students, while case studies and supplementary materials illustrate key concepts and practices. Topics such as outsourcing and global sourcing, the role of information technology, and global competitiveness strategies assist students to understand working and competing in the globalized economy.

What the Best MBAs Know - Peter Navarro
2005-03-17

A professor of business and economics outlines the skills and knowledge necessary for success in an M.B.A. program, presenting companion focused review questions and boxes discussing real-world scenarios. 15,000 first printing.

Complete MBA For Dummies - Kathleen Allen
2007-12-26

Your guide to understanding the basics of an MBA
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 in any business at a high level of competence. You'll find out how to use databases to your advantage, recognize and reward your employees, analyze

financial statements, and understand the challenges of strategic planning in a global business environment. You'll also learn the basic principals of accounting, get a grip on the concepts behind stocks and bonds, and find out how technology has revolutionized everything from manufacturing to marketing. Discover how to: Know and respond to your customers' needs Handle budgets and forecasts Recruit and retain top people Establish and run employee teams

Use Sarbanes-Oxley to your company's advantage Negotiate with the best of them Build long-term relationships with clients Avoid common managerial mistakes Improve cash flow Market your products and services Make the most of your advertising dollar Once you know what an MBA knows, the sky's the limit. Read *The Complete MBA For Dummies, 2nd Edition*, and watch your career take off!