

THE SHORTER MBA



A Practical Approach
to the Key Business Skills

Edited by
Barrie Pearson
&
Neil Thomas

Shorter Mba A Practical Approach To Business Skills

Tony J. Watson



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The Shorter MBA Barrie Pearson, Neil Thomas, 1991 MBA Masters in Business Administration courses are now included in a variety of college and university prospectuses This book offers an analysis of the subjects taught on MBA courses and includes such subjects as personal management skills and motivation and project management **The Shorter MBA** Barrie Pearson, Neil Thomas, 2011 *The Shorter MBA* Barrie Pearson, Neil Thomas, 2011 Fully updated and rewritten the new edition of The Shorter MBA a classic best selling book is now available in a new user friendly desktop format Most people cannot give up two years to study for a Masters in Business Administration MBA but the techniques that are taught for an MBA are invaluable This practical accessible book presents all the essential theory practice and techniques taught to MBA students and is ideal for the busy executive Above all this is a practical book that covers everything needed to be commercially successful in business It is divided into three parts Personal Development Management Skills and Business Development and uses the latest research and business school studies to succinctly and clearly explain the key principles and practices of successful business **Gurus on Leadership** Mark Thomas, 2006 A one stop guide to the world's key writers on leadership their thought and contribution It includes an update of the recent themes and issues that dominate the leadership agenda a listing of the main gurus from Adair to Sun Tzu their main concepts and approaches a quick guide to some of the world's current and recent business leaders and a compendium of leadership checklists for developing skills and competencies Gurus include John Adair Warren Bennis Robert Blake Jane Mouton Ken Blanchard Peter Drucker Daniel Goleman Chris Keeble Nicolo Machiavelli Douglas McGregor John Kotter Manfred Kets de Vries James M Kouzes Barry Posner David McClelland W J Reddin Tannenbaum Schmidt Leadership Continuum and Abraham Zalenik **The Company Director's Desktop Guide** David M. Martin, 2006 Take account of the changes to law and practice This work includes material on employee comparability and consultation including part time employees and fixed term contract personnel accounting for human assets the Operating and Financial Review and Corporate Social Responsibility **The A-Z of Employment Practice** David M. Martin, David Lozell Martin, 2006 This book comes at a time when managers are faced with still more new legislation obligations and potential penalties This is an essentially practical book in a straightforward no jargon manner it explains what the law is and then what to do providing expert advice on every aspect of employment practice from recruitment pay and *The A-Z of Health and Safety* Jeremy W. Stranks, 2006 The A Z of Health and Safety is a major new reference work by an acknowledged expert in an area of crucial importance to every British organization large and small private and public With over 100 entries arranged in an accessible index format this extensive and fully up to date book covers everything that the Health Safety professional needs to know in order to conform with both the law and best practice Health and safety law and practice has changed considerably in recent years We live in an increasingly litigious society and managers and owners face a growing number of responsibilities and obligations With its risk assessment based approach this

book provides a clear expert summary of the law issues risks and obligations under each of the topics covered The range of entries is extensive and the guidance both expert and practical This book will prove a constant source of reference and assurance to health and safety specialists across industry and commerce HR professionals engineering managers lawyers environmental health officers safety representatives lecturers and trainers and all those studying for degree level and NEBOSH qualifications In addition it will be invaluable to managers of organizations which do not have a health and safety or HR manager but who nevertheless need to know where they stand and what to do **Growing your Property Partnership**

Kim Tasso,2017-09-08 Being the best agent or surveyor does not always mean that you will be the best manager or leader But being an agent surveyor or other property professional probably means that you are averse to taking time out to learn about management This book is a pragmatic introduction to alternative growth strategies and management solutions in planning leadership human resources strategic marketing promotion selling clientology relationship management and achieving change It is packed with ideas and checklists to spur you along with guidance on analysis motivation networking branding service development persuasion project management rapport tendering and an A Z of promotional tools The book tackles many of the key issues faced by those who manage and direct their professional firms from preparation of business plans to leadership strategies and client relationship management The Shorter MBA Barrie Pearson,2011 Annotation

Written by experts The Shorter MBA offers a comprehensive course designed to give the ambitious manager who doesn't have time to go back to college all the essential skills for business success **The Sports Management Toolkit** Paul

Emery,2011-04-19 The Sports Management Toolkit is a practical guide to the most important management tools and techniques available to those working in the sport and leisure industries Designed to bridge the gap between the classroom and the workplace it includes ten free standing chapters each of which provides a detailed introduction to best practice in one of the core sports management disciplines Written in a clear and straightforward style and free of management jargon the book covers all the key functional areas of contemporary sports management including marketing performance management risk management human resource management project management finance Each chapter includes a detailed step by step description of the key tools and techniques and their application a real world case study to demonstrate the technique in action plus an extensive guide to further resources and a series of self test questions The final chapter offers an extended integrated case study demonstrating how all the key management techniques are combined within the everyday operation of a successful sport or leisure organization This book is essential reading for all students of sport and leisure management and for all managers looking to improve their professional practice Organising and Managing Work Tony J.

Watson,2001 The author of Management Organisation and Employment Strategy presents a text on organising and managing work It covers human resource management business objectives and strategy **Leadership for Leaders** Michael

Williams,2005 A ground breaking book based on extensive research which challenges accepted norms and establishes the

seven key competencies required for successful leadership today New Scientist ,1991 **Banking World** ,1992

Following the Nereids Maria Christina Chatzēiōannou,2006 Cretan Music Maria Hnaraki,2007 Crete is an island where many people from different countries cultures and religions have lived and have left their traces So isn t music in Crete today a product of all these mixtures and cultural elements Dr Maria Hnaraki s question is answered in the affirmative as the author takes us on a journey of discovery through the five steps chapters of this book constructed in the spirit of the traditional pendozalis five step dance **PRACTICAL BUSINESS - ABC (A Guide for Budding Entrepreneurs)** Andrea M. Campbell, MBA MA MITI,2012-03-22 Starting your own business is one of the most important steps you can take in your life and it can be both exciting and daunting Practical Business ABC presents a modern approach to entrepreneurship and business development presenting in A Z style invaluable advice on many aspects of running your own business It encourages readers to prepare effectively putting in place systems that will enhance their business operations as they develop The book gives an insight into the kinds of considerations to take into account before embarking on a new career as an entrepreneur drawing on advice from several well known business and motivational personalities citing how they overcame difficulties and the strategies they employed in the pursuit and fulfilment of their mission to become successful The book can be used as a checklist for people embarking on their entrepreneurial journey if they wish to avoid common mistakes and learn from others

The Golden Rules of Practical Marketing Ali Asadi Mba Ma(It),Ali Asadi,2013-05 The Golden Rules of Practical Marketing is an indispensable book for business owners and marketing managers Ali Asadi is a well known expert in his field and analyzes the many varied aspects of marketing and provides valuable tips on making your business a success He presents an in depth examination of marketing analysis and emphasizes the importance of setting goals and implementing strategy Also covering such important subjects as social media web design SEO and email marketing this book is one you will refer to for answers to your marketing questions **The Practical Guide to Practically Everything** Peter L Bernstein,Peter W. Bernstein,Christopher Ma,1996-09-17 The most successful and useful new almanac of the decade is back with reams of new material to help readers make the most out of their lives in the coming year This year s Practical Guide includes advice from more than 500 experts including O J Simpson s jury consultant on the ins and outs of jury duty Cal Ripken Jr on how to go from Little League to the majors master chef Jacques Pepin on his favorite low fat gourmet desserts and C Everett Koop on how to choose a doctor Graphs tables charts illustrations **The Practical Guide to Practically Everything** Peter Bernstein,Christopher Ma,1997 The most successful and useful new almanac of the decade is back with reams of new material to help readers make the most of their lives in the coming year This year s Practical Guide includes practical advice from over 500 experts including O J Simpson s jury consultant on the ins and outs of jury duty Cal Ripken Jr on how to go from Little League to the majors Master chef Jacques Pepin on his favorite low fat gourmet desserts C Everett Koop on how to pick a doctor in today s health care environment And more

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