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The thirty-day MBA : learn the essential top business school concepts, skills and language whilst keeping your job and your cash / Colin Barrow. p. cm. Includes index. ISBN 978-0-7494-5412-8 1. Industrial management. 2. Management—Study and teaching. 3. Master of business administration degree. I. Title.

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The 30 Day MBA Series demonstrates that going to business school is

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The second edition of The 30 Day MBA in International Business thoroughly explains the current business environment, offers brand new case studies on IKEA, Ford Motors, Match.com, Shell, and HP, and is packed with links to free online resources. Chapters cover international marketing strategy, managing international organizations, selecting global strategic partners, finance, accounting, and human resource management.

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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.