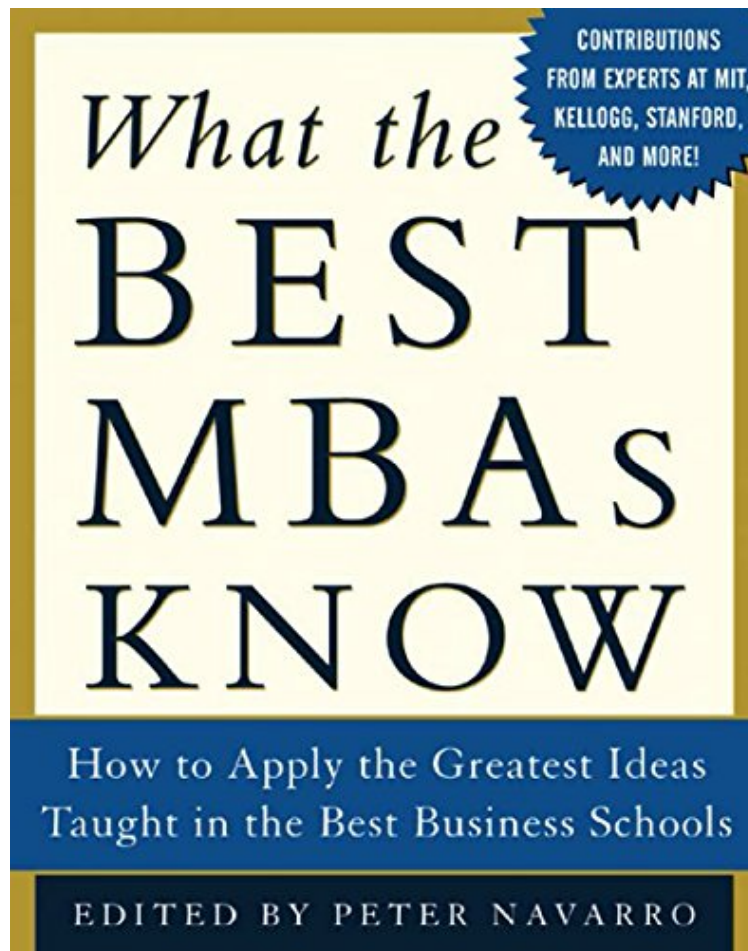


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What the Best MBAs Know: How to Apply the Greatest Ideas Taught in the Best Business Schools

Peter Navarro

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Peter Navarro : What the Best MBAs Know: How to Apply the Greatest Ideas Taught in the Best Business Schools before purchasing it in order to gauge whether or not it would be worth my time, and all praised What the Best MBAs Know: How to Apply the Greatest Ideas Taught in the Best Business Schools:

7 of 7 people found the following review helpful. Gaining an MBA SkillsetBy K. NewcomerA traditional MBA has many electives, but most have the same core classes such as Macro and Micro economics, finance, accounting, Organizational Behavior, Strategy, and Marketing. I purchased this book to continue learning and as a companion to my MBA program.The chapters I enjoyed the most were Financial Accounting and Managerial Accounting. I find these skills are in high demand and understanding and being able to carry on a conversation about the topics are critical, especially in any kind of leadership or management position. As you engage with upper management who run these programs you can make more contributions when you understand the basics of these theories, ratios, metrics, and

management techniques. The author put together great Snapshot Applications which help the reader gain more insight on the topic and seeing it in a real world scenario; also I found a lot of great graphs and charts to help explain certain techniques and some concepts. The book is organized into five parts where Part 1 is the The Big MBA Picture, Part 2 is the Strategic and Tactical MBA, Part 3 is The Functional MBA, Part 4 is the Organizational and Leadership MBA, and Part 5 is the MBA Toolbox. Contributors for the book come from top universities, but a diverse set of universities and colleges (not just Ivy League). Highly recommended for people looking at an MBA program, those going into one, those who have finished, and for anyone that wants a good toolset around understanding what it takes to run a business. I recommend this book along with The Project Savvy Project Manager by Gary Heerkens and Managing by the Numbers by Kremer, Rizzuto, and Case. 1 of 1 people found the following review helpful. GoodBy Fred M. Jeffers Good reading for anyone interested in the MBA discipline. 0 of 0 people found the following review helpful. I am very pleased with the purchase By Customer I'm an incoming 1st year student at the University of California, Irvine. This is one of my required textbooks. The book looks BRAND NEW. I am very pleased with the purchase. Plus I saved money buying or used.

Easy access to the essential knowledge and skills of a top-level M.B.A. program--without having to attend a lecture What the Best MBAs Know provides professionals who don't have the coveted M.B.A. designation with the skills and knowledge taught in today's finest programs. Professors from Stanford, MIT, Northwestern, and other influential programs contribute detailed chapters on broad-scope topics such as strategy, functional areas including accounting, and key disciplines from managerial economics to decision analysis. The resulting application-based book gives readers complete mastery over the most important concepts of an M.B.A. education, leveling the playing field between M.B.A. and non-M.B.A. professionals. Organized according to the subject matter of the core M.B.A. curriculum, this unique and valuable book features: Fascinating boxes discussing real-world situations and applications Companion website with interactive exercises, key links, and more Focused review questions and exercises for each chapter and area Contributors Charles P. Bonini, Graduate School of Business, Stanford University Leslie K. Breitner, Daniel J. Evans School of Public Affairs at the University of Washington Richard J. Lutz, Warrington College of Business Administration at the University of Florida Steven L. McShane, Graduate School of Management at the University of Western Australia Steven Nahmias, Leavey School of Business at Santa Clara University Stephen A. Ross, Sloan School of Management, Massachusetts Institute of Technology Daniel F. Spulber, Kellogg School of Management, Northwestern University

From the Back Cover Get the knowledge and skills taught in today's top MBA programs--without ever setting foot inside a classroom What the Best MBAs Know presents the key concepts, tools, and wisdom being taught in leading MBA programs from Northwestern's Kellogg School and the Wharton School to Stanford and USC. Featuring contributions from the most accomplished business school professors, each chapter takes you inside their classrooms for a detailed look at topics from marketing, finance, and managerial economics to leadership, corporate strategy, and more. Theoretically solid and applications-based, What the Best MBAs Know is both a valuable resource and a ready reference to the core knowledge obtained with an MBA. Includes contributions by: Charles P. Bonini, Graduate School of Business, Stanford University Leslie K. Breitner, Daniel J. Evans School of Public Affairs, University of Washington Jeffrey F. Jaffe, The Wharton School of Business, University of Pennsylvania Richard J. Lutz, Warrington College of Business Administration, University of Florida Steven L. McShane, Graduate School of Management, University of Western Australia Steven Nahmias, Leavey School of Business, Santa Clara University Peter Navarro, Graduate School of Management, University of California, Irvine Stephen A. Ross, Sloan School of Management, Massachusetts Institute of Technology Daniel F. Spulber, Kellogg School of Management, Northwestern University Mary Ann Von Glinow, Florida International University Barton Weitz, Warrington College of Business Administration, University of Florida Randolph W. Westerfield, Marshall School of Business, University of Southern California What the Best MBAs Know covers the breakthrough strategies, techniques, and ideas that are being taught in the classrooms of today's top MBA programs. University of California business professor Peter Navarro joins more than a dozen of his colleagues--including Stephen A. Ross of MIT's Sloan School, Daniel Spulber of Northwestern's Kellogg School, and Charles P. Bonini of Stanford University's Graduate School of Business--to provide you with the key concepts, tools, and knowledge that, until now, could only be obtained through an MBA degree. This comprehensive book--as engaging as it is informative--covers virtually every subject taught in an intensive MBA program, including: The Big Picture: An Overview of the MBA Curriculum Management Strategy: Five Steps to Successful Strategic Analysis Macroeconomics the Well-Timed Business Strategy Strategic Marketing: Delivering Customer Value Operations and Supply Chain Management: Getting the Stuff Out the Door Financial Accounting: "Doing the Numbers" for Investors, Regulators and Other External Users Managerial Accounting: "Doing the Numbers" for Decision Making and Control Corporate Finance: Big Questions and Key Concepts Organizational Behavior: The Power of People and Leadership Statistics, Decision Analysis, and Modeling: How the Numbers Help Us Manage Managerial Economics: Microeconomics for Managers In each chapter, What the Best MBAs Know first

identifies the key concepts of a subject like strategy or finance. One of the world's top business professors then illustrates how these concepts are applied on a daily basis in the rough-and-ready world of international business. The insights of these top professors throw open the doors of the best business schools as they highlight the latest strategies and tactics driving today's intensely competitive landscape. Whether you are currently pursuing an MBA, already have an MBA but need to refresh and update your information, or simply want to arm yourself with MBA-level knowledge without the time and financial commitments involved in obtaining the degree, this all-in-one resource will help to place you on the same strategic playing field as your competitors.

About the Author Peter Navarro is a business professor at the Graduate School of Management, UC-Irvine. He is the author of the bestselling investor's guide, *If It's Raining in Brazil, Buy Starbucks*, marketed worldwide in several languages. His articles have appeared in publications ranging from *BusinessWeek*, *Forbes*, the *Harvard Business Review*, and the *Sloan Management Review*, to the *Wall Street Journal*, the *New York Times*, and the *Washington Post*. His media appearances include Bloomberg TV, CNN, CNBC, Marketplace, NPR, and all of the major news networks. His multimedia CD-ROM package *The Power of Economics* is distributed widely on college campuses. For more information, visit the author's website at www.peternavarro.com.