



## What the Best MBAs Know: How to Apply the Greatest Ideas Taught in the Best Business Schools (Hardback)

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By Peter Navarro

McGraw-Hill Education - Europe, United States, 2005. Hardback. Condition: New. Language: English . Brand New Book. 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.It 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...



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