



Better Than An MBA (Paperback)

By John Lance

Pan Macmillan Australia, Australia, 2012. Paperback. Condition: New. Language: English . Brand New Book ****** Print on Demand ******. Better Than an MBA is a practical, easy to read and concise guide to management, written in an entertaining way, with stacks of anecdotes and examples, from 6th Century Chinese philosophers to current CEOs. I might be able to cook, but I had no idea about how to run or grow a business. Better than an MBA by John Lance is full of really useful, practical information for running your business more efficiently - and turning a small business into a big business! - Katherine Westwood, Co-Founder of the rapidly growing food preparation company, The Dinner Ladies, delivering gourmet meals throughout Sydney. I wish I had read this book before I started out in business. It puts business into perspective and provides a valuable set of guidelines for success - Ian Elliot, motivational speaker, ex CEO and Chairman George Patterson, Australia s biggest advertising agency. The friendly, clear writing style, practical focus and good examples of key points totally won me over. an excellent book which was a pleasure to read - Michael Lawrence, Emeritus Professor, Australian School of Business, University of...



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