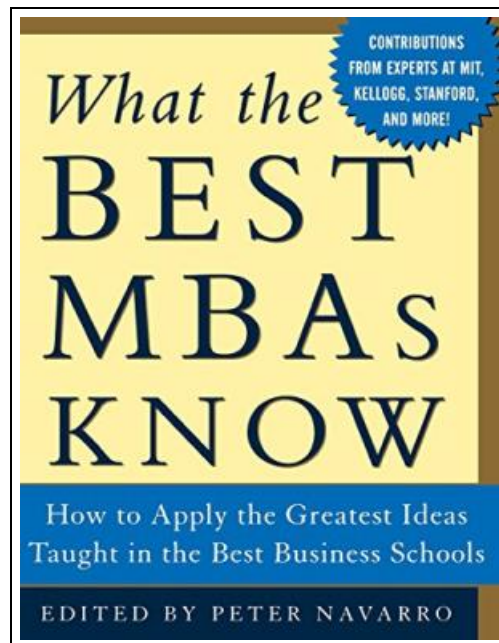


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, What the Best MBAs Know: How to Apply the Greatest Ideas Taught in the Best Business Schools, Peter Navarro, Get the knowledge and skills taught in today's top MBA programs - 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 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; and, 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...



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