

le personal mba

le personal mba represents a powerful and increasingly popular alternative to traditional business education. This comprehensive approach empowers individuals to curate their own learning journey, focusing on essential business skills and knowledge tailored to their unique career aspirations and industry. Unlike the rigid structure of a conventional MBA, a personal MBA offers unparalleled flexibility, cost-effectiveness, and the ability to directly apply learned concepts in real-time. This article will delve into the core components of building your own personal MBA, exploring the benefits, key subject areas, practical strategies for implementation, and how to effectively measure your progress. Whether you're looking to upskill, transition careers, or simply gain a deeper understanding of business principles, a personal MBA is an achievable and highly rewarding path.

What is a Personal MBA and Why Pursue One?

A personal MBA is a self-directed curriculum designed to equip individuals with a broad understanding of business principles and practical skills, mirroring the outcomes of a formal Master of Business Administration degree. The fundamental concept is to identify the core competencies taught in an MBA program and then pursue them through a variety of accessible resources. This could include books, online courses, podcasts, workshops, mentorship, and practical experience. The "personal" aspect emphasizes customization; learners choose the subjects most relevant to their career goals, industry, and existing knowledge gaps. This contrasts sharply with the standardized curriculum of a traditional MBA, which might include modules that are less pertinent to a specific individual's needs.

The decision to pursue a personal MBA is often driven by several compelling factors. Foremost among these is the significant cost savings. Traditional MBA programs can run into tens or even hundreds of thousands of dollars, whereas a personal MBA can be built for a fraction of that cost, often utilizing free or low-cost educational materials. Furthermore, the time commitment for a full-time MBA is substantial, usually two years, which can be prohibitive for working professionals. A personal MBA allows for a more flexible pace, enabling individuals to learn while continuing their current employment. The ability to tailor the learning experience is another major advantage. Instead of a one-size-fits-all approach, a personal MBA allows you to focus intensely on areas like digital marketing, entrepreneurship, or financial management, depending on your specific career trajectory.

Key Pillars of a Personal MBA Curriculum

Building a robust personal MBA requires a systematic approach to acquiring knowledge across a spectrum of business disciplines. The goal is to cover the

foundational areas that are typically addressed in a formal MBA program, ensuring a well-rounded business acumen. This involves identifying essential topics and then strategically sourcing high-quality learning materials. The structure of a personal MBA is not fixed; rather, it is a dynamic framework that evolves with the learner's needs and interests. By focusing on these core pillars, individuals can construct a learning path that is both comprehensive and personally relevant, maximizing the impact on their professional development and career advancement.

Marketing and Sales Fundamentals

Understanding how to reach, engage, and convert customers is paramount in any business. This pillar covers principles of market research, consumer behavior, branding, product development, pricing strategies, and effective sales techniques. It's about understanding the customer journey and building lasting relationships. Key areas include digital marketing channels like SEO, content marketing, social media marketing, email marketing, and performance advertising, alongside traditional marketing approaches.

Finance and Accounting Essentials

A strong grasp of financial concepts is non-negotiable for effective business decision-making. This includes understanding financial statements (balance sheets, income statements, cash flow statements), budgeting, financial analysis, investment principles, and capital management. It also involves learning about accounting principles, cost accounting, and financial reporting. For entrepreneurs, this pillar is crucial for managing cash flow, seeking funding, and ensuring profitability.

Strategy and Business Operations

This section focuses on how organizations formulate and execute their long-term plans. Topics include competitive analysis, strategic planning frameworks (like SWOT analysis and Porter's Five Forces), market entry strategies, innovation, and organizational structure. Operations management is also key, covering supply chain management, process improvement, quality control, and project management. Understanding how to optimize internal processes contributes directly to efficiency and competitive advantage.

Leadership and Organizational Behavior

Effective leadership and an understanding of human dynamics within an organization are vital for success. This pillar explores leadership styles, motivation theories, team building, communication, negotiation, conflict resolution, and change management. It delves into organizational culture, employee engagement, and developing high-performing teams. The ability to

inspire and manage people is a cornerstone of any successful business leader.

Entrepreneurship and Innovation

For those with aspirations of starting their own ventures or driving innovation within an existing company, this pillar is indispensable. It covers idea generation, business model development, venture capital and funding, startup management, risk assessment, and scaling a business. Understanding the entrepreneurial mindset and the process of bringing new ideas to market is central to this area.

Strategies for Building Your Personal MBA

The construction of a personal MBA is a journey that requires proactive planning, diligent execution, and a commitment to continuous learning. It's about strategically curating a learning experience that aligns with your specific professional development goals. This involves more than just passively consuming information; it requires active engagement, critical thinking, and the application of knowledge in practical scenarios. By adopting a structured yet flexible approach, individuals can effectively build a knowledge base that is both comprehensive and highly relevant to their career path.

Leveraging Online Learning Platforms

The digital age has opened up a universe of accessible and high-quality educational resources. Platforms like Coursera, edX, Udemy, and Khan Academy offer a vast array of courses covering virtually every aspect of business. Many of these courses are taught by renowned professors from top universities or industry experts, providing an education that rivals that of traditional institutions, often at a significantly lower cost. Look for courses that offer certificates of completion to provide a sense of accomplishment and to document your learning.

Curating a Reading List

Books remain a cornerstone of deep learning. A well-curated reading list can provide profound insights into business theory and practice. Seek out seminal works in marketing, finance, strategy, leadership, and entrepreneurship. Beyond textbooks, consider biographies of successful business leaders, case studies, and industry-specific publications. Regularly updating your reading list based on current trends and emerging challenges is crucial.

Engaging with Podcasts and Webinars

Podcasts and webinars offer a convenient way to absorb business knowledge on the go or during downtime. Many podcasts feature interviews with thought leaders, entrepreneurs, and executives, offering practical advice and real-world perspectives. Webinars often provide in-depth discussions on specific topics, sometimes with opportunities for Q&A. Make a habit of subscribing to relevant podcasts and regularly attending webinars to stay informed and inspired.

Seeking Mentorship and Networking

Practical application and guidance from experienced professionals are invaluable. Seek out mentors who have expertise in areas you wish to develop. Networking with peers and industry professionals can provide diverse perspectives, introduce you to new opportunities, and offer support. Attend industry conferences, join professional organizations, and actively participate in online forums to expand your network and gain practical insights.

Applying Knowledge Through Projects

The true test of any learning is its application. Actively seek out opportunities to apply what you've learned. This could involve taking on new responsibilities at work, starting a side project, volunteering for a relevant organization, or creating a personal business plan. Documenting these projects and the lessons learned will solidify your understanding and build a tangible portfolio of your skills and achievements.

Measuring Progress and Personal MBA Success

Defining success in a personal MBA context is as individualized as its construction. Unlike a traditional MBA, where grades and degree conferral serve as clear benchmarks, progress in a personal MBA is often measured by tangible outcomes and the development of practical competencies. The focus shifts from academic achievement to real-world impact and the continuous refinement of one's business acumen. Regular self-assessment and the pursuit of quantifiable achievements are key to ensuring the effectiveness and value of your self-directed learning journey.

Setting SMART Goals

Establish specific, measurable, achievable, relevant, and time-bound (SMART) goals for your personal MBA. For instance, instead of aiming to "learn marketing," set a goal to "develop and implement a content marketing strategy for a personal project within six months, resulting in a 10% increase in

website traffic." These specific targets provide direction and allow for clear evaluation of your learning.

Tracking Skills Development

Maintain a log or portfolio of the skills you are acquiring and demonstrating. This could include technical skills like proficiency in specific software, analytical skills like financial modeling, or soft skills like negotiation and public speaking. Document instances where you have successfully utilized these skills and the positive outcomes achieved. This evidence forms a compelling representation of your growth.

Seeking Feedback and Performance Reviews

Actively solicit feedback from supervisors, colleagues, mentors, and clients on your performance, particularly in areas related to your personal MBA studies. Constructive criticism is a powerful tool for identifying blind spots and areas for further development. Regular performance reviews, whether formal or informal, can highlight how your acquired knowledge is translating into improved professional output.

Observing Career Advancement

Ultimately, a significant measure of success for a personal MBA is its impact on your career trajectory. This could manifest as promotions, salary increases, successful career transitions, the launch of a new venture, or increased opportunities for leadership. Keep track of these career milestones and assess how your personal MBA journey has contributed to them. The ability to articulate the value of your self-taught knowledge in interviews or performance discussions is a testament to its effectiveness.

Frequently Asked Questions

What exactly is a 'Personal MBA' and how does it differ from a traditional MBA?

A 'Personal MBA' is a self-directed, individualized learning journey focused on acquiring core business knowledge and skills without enrolling in a formal university program. It typically involves reading books, taking online courses, attending workshops, networking, and applying learnings practically. Unlike a traditional MBA, it's more flexible, affordable, and tailored to an individual's specific career goals and learning style.

What are the main benefits of pursuing a Personal MBA?

The primary benefits include significant cost savings compared to a traditional MBA, extreme flexibility in terms of pace and content, the ability to focus on highly relevant and immediately applicable skills, and the opportunity to build a practical, real-world understanding of business through hands-on application.

What are the essential business topics typically covered in a Personal MBA?

Key topics generally include finance (accounting, financial analysis, valuation), marketing (strategy, digital marketing, branding), management (leadership, organizational behavior, operations), strategy (competitive analysis, business models), economics (micro and macro), and entrepreneurship/innovation.

What are some recommended resources for building a Personal MBA?

Popular resources include foundational business books (e.g., 'The Lean Startup', 'Good to Great', 'Thinking, Fast and Slow'), online learning platforms (Coursera, edX, Udemy, Skillshare), podcasts (e.g., 'HBR IdeaCast', 'Masters of Scale'), business publications (Harvard Business Review, The Economist), and industry-specific blogs and case studies.

How can someone effectively structure their Personal MBA learning plan?

Start by identifying your career goals and the specific skills you need. Then, create a curriculum by selecting books, courses, and other resources that address those areas. Set realistic learning timelines, schedule dedicated study time, and actively seek opportunities to apply what you learn, perhaps through personal projects or volunteer work.

What are the potential drawbacks or challenges of a Personal MBA?

Challenges include the lack of a formal credential or network that a traditional MBA provides, the need for strong self-discipline and motivation, the potential for gaps in knowledge without structured curriculum, and the difficulty in demonstrating the acquired knowledge and skills to potential employers without a degree.

How can someone demonstrate the value of their Personal MBA to employers?

Focus on showcasing practical application. Highlight projects, initiatives, and results you've achieved using your learned skills. This can be done through a detailed resume, a portfolio of work, a compelling LinkedIn profile, and articulating your knowledge and problem-solving abilities during interviews.

Is a Personal MBA suitable for career changers or those looking for advancement?

Yes, it's highly suitable for both. Career changers can gain foundational knowledge quickly and affordably to pivot into a new field. For those seeking advancement, it allows them to upskill in specific areas or gain a broader business perspective to take on more responsibility.

What is the role of networking in a Personal MBA?

Networking is crucial for a Personal MBA. It provides exposure to different perspectives, mentorship opportunities, potential collaborations, and insights into real-world business challenges. Engaging in industry events, online communities, and informational interviews can compensate for the lack of a built-in university network.

How can one stay motivated and accountable throughout their Personal MBA journey?

Accountability partners, study groups (even virtual ones), setting clear milestones and rewards, regularly reviewing progress, and reminding yourself of your initial goals can help maintain motivation. Treating it with the same seriousness as a formal program is key.

Additional Resources

Here are 9 book titles related to the personal MBA, with descriptions:

1. The Personal MBA: Master the Art of Business

This foundational book by Josh Kaufman provides a comprehensive overview of the essential principles of business, distilled from MBA programs. It focuses on practical, actionable knowledge rather than academic theory, covering areas like marketing, sales, product development, and financial literacy. The goal is to equip readers with the fundamental skills to understand and succeed in the business world, regardless of formal education.

2. Grit: The Power of Passion and Perseverance

Angela Duckworth's influential work explores the concept of "grit" – a

combination of passion and perseverance for long-term goals. She argues that grit is a more significant predictor of success than talent alone. This book offers insights into how to cultivate grit in oneself and in others, providing valuable lessons for anyone pursuing ambitious personal and professional endeavors.

3. *Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones*

James Clear presents a systematic framework for improving every day through small, incremental changes. This book breaks down the science of habit formation into practical strategies that make good habits inevitable and bad habits impossible. It's a guide to becoming the architect of your own habits, leading to remarkable results over time through tiny shifts in behavior.

4. *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*

Eric Ries's seminal work introduces the concept of the "lean startup" methodology, emphasizing rapid experimentation and customer feedback. It advocates for building products that customers truly want by minimizing waste and maximizing learning. This book is essential for anyone looking to innovate effectively and build a business with a scientific approach.

5. *Thinking, Fast and Slow*

Nobel laureate Daniel Kahneman delves into the two systems that drive the way we think: System 1 (fast, intuitive, and emotional) and System 2 (slow, deliberative, and logical). He reveals the cognitive biases that affect our judgment and decision-making, offering profound insights into human behavior. Understanding these systems is crucial for making better personal and business decisions.

6. *Influence: The Psychology of Persuasion*

Robert Cialdini's classic explores the six universal principles of influence and explains how they are used to persuade others. He provides a fascinating look into the psychology behind why people say "yes." This book is invaluable for understanding marketing, sales, and negotiation by recognizing the subtle cues and tactics employed in persuasion.

7. *Deep Work: Rules for Focused Success in a Distracted World*

Cal Newport champions the idea of "deep work," which is the ability to focus without distraction on a cognitively demanding task. He argues that this skill is becoming increasingly rare and valuable in our hyper-connected world. The book provides practical strategies for cultivating deep work habits to produce high-quality output and achieve meaningful results.

8. *Measure What Matters: How Google, Bono, and the Gates Foundation Rock the World with OKRs*

John Doerr, a venture capitalist, introduces "Objectives and Key Results" (OKRs), a goal-setting framework used by many of the world's most successful companies. The book demonstrates how OKRs can drive focus, alignment, and accountability across organizations. It offers a clear and actionable method for setting ambitious goals and measuring progress towards them effectively.

9. *The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich*
Timothy Ferriss's provocative book challenges traditional notions of work and retirement, advocating for lifestyle design and automation. He outlines strategies for outsourcing, delegating, and creating passive income streams to free up time and escape the conventional 9-to-5 grind. This book is a guide for those seeking to achieve greater freedom and fulfillment through unconventional approaches to work and life.

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Unlock Your Leadership Potential: A Comprehensive Guide to the Le Personal MBA

This ebook delves into the transformative power of the Le Personal MBA, examining its unique approach to executive education, its suitability for various career paths, and the significant return on investment it offers ambitious professionals seeking accelerated career growth and enhanced leadership capabilities. It explores the program's structure, learning methodologies, and the profound impact it has on personal and professional development.

Ebook Title: Le Personal MBA: Your Accelerated Path to Leadership Excellence

Table of Contents:

Introduction: What is the Le Personal MBA and Why Choose it?

Chapter 1: The Le Personal MBA Curriculum: A Deep Dive - Detailed breakdown of the program's structure, modules, and learning objectives.

Chapter 2: Learning Methodology and Experiential Learning: Focus on the program's unique teaching methods, including case studies, simulations, and real-world projects.

Chapter 3: The Le Personal MBA Community and Networking Opportunities: Exploration of the program's alumni network and the value of peer-to-peer learning.

Chapter 4: Career Advancement and ROI: Transforming Your Career Trajectory: Analysis of career outcomes for Le Personal MBA graduates, showcasing salary increases and career progression.

Chapter 5: Is a Le Personal MBA Right for You? Assessing Your Needs and Goals: Guidance on determining program suitability based on individual career aspirations and learning styles.

Chapter 6: The Application Process: A Step-by-Step Guide: A detailed walkthrough of the application process, including tips for maximizing your chances of acceptance.

Chapter 7: Financing Your Le Personal MBA: Exploring Funding Options: Discussion of various funding options, such as scholarships, loans, and employer sponsorship.

Conclusion: Recap of key takeaways and a look towards future career success.

Introduction: What is the Le Personal MBA and Why Choose it?

This introductory chapter sets the stage, defining the Le Personal MBA and differentiating it from traditional MBA programs. It highlights the program's focus on practical application, personalized learning, and its suitability for experienced professionals seeking rapid career advancement.

Keywords: Le Personal MBA, executive education, accelerated learning, career advancement, personalized learning.

Chapter 1: The Le Personal MBA Curriculum: A Deep Dive

This chapter provides a detailed breakdown of the Le Personal MBA curriculum, outlining the key modules, subjects covered, and the learning objectives of each section. It emphasizes the program's holistic approach, encompassing crucial aspects of leadership, strategy, finance, and marketing.

Keywords: Le Personal MBA curriculum, modules, subjects, learning objectives, leadership development, strategic management, finance, marketing.

Chapter 2: Learning Methodology and Experiential Learning

This section focuses on the unique learning methodologies employed by the Le Personal MBA program. It emphasizes the experiential learning component, detailing the use of case studies, simulations, and real-world projects to enhance practical skills and knowledge application.

Keywords: Le Personal MBA methodology, experiential learning, case studies, simulations, practical application, skills development.

Chapter 3: The Le Personal MBA Community and Networking Opportunities

This chapter explores the invaluable networking opportunities provided by the Le Personal MBA program. It highlights the strength of its alumni network and the benefits of peer-to-peer learning among a diverse group of high-achieving professionals. Keywords: Le Personal MBA network, alumni network, peer learning, networking opportunities, professional development.

Chapter 4: Career Advancement and ROI: Transforming Your Career Trajectory

This chapter presents compelling evidence of the program's positive impact on graduates' careers. It analyzes salary increases, career promotions, and entrepreneurial successes achieved by Le Personal MBA alumni, demonstrating a strong return on investment. Keywords: Le Personal MBA ROI, career advancement, salary increase, career progression, entrepreneurial success, return on investment.

Chapter 5: Is a Le Personal MBA Right for You? Assessing Your Needs and Goals

This chapter provides a self-assessment framework to help potential applicants determine if the Le Personal MBA is the right fit for their career aspirations and learning styles. It emphasizes the importance of aligning personal goals with the program's objectives. Keywords: Le Personal MBA suitability, self-assessment, career goals, learning style, program fit.

Chapter 6: The Application Process: A Step-by-Step Guide

This chapter serves as a comprehensive guide to the Le Personal MBA application process. It provides a step-by-step walkthrough, including tips for crafting a compelling application, preparing for interviews, and maximizing the chances of acceptance. Keywords: Le Personal MBA application, application process, application tips, interview preparation, admission requirements.

Chapter 7: Financing Your Le Personal MBA: Exploring Funding Options

This chapter addresses the financial considerations involved in pursuing a Le Personal MBA. It explores various funding options, such as scholarships, loans, and employer sponsorship, providing practical advice on securing financial assistance. Keywords: Le Personal MBA funding, scholarships, loans, employer sponsorship, financial aid, tuition financing.

Conclusion: Recap of Key Takeaways and a Look Towards Future Career Success

The conclusion summarizes the key takeaways from the ebook, reinforcing the value proposition of the Le Personal MBA and its potential to transform careers. It offers a final word of encouragement to aspiring leaders seeking accelerated growth and development. Keywords: Le Personal MBA summary, key takeaways, career success, leadership development, future career prospects.

FAQs

1. What is the difference between a Le Personal MBA and a traditional MBA? A Le Personal MBA typically focuses on practical application and personalized learning for experienced professionals, unlike traditional MBAs which are often more theoretical and geared towards recent graduates.
2. How long does the Le Personal MBA program take to complete? The program duration varies depending on the specific program structure, but it's generally designed for completion within a shorter timeframe than a traditional MBA.
3. What are the admission requirements for the Le Personal MBA? Requirements typically include relevant work experience, a strong academic record, and compelling essays demonstrating leadership potential.
4. What career paths are suitable for Le Personal MBA graduates? Graduates often transition into senior management roles across various industries, including but not limited to finance, consulting, technology, and entrepreneurship.
5. Are there any scholarships or financial aid options available? Yes, many institutions offer scholarships, grants, and loan options for eligible students. Check directly with the program for details.
6. What is the networking aspect like in the Le Personal MBA program? The program typically fosters a strong community with opportunities to connect with faculty, peers, and alumni, facilitating extensive professional networking.
7. What kind of learning methodologies are used in the program? Expect a blend of online and offline learning, including case studies, simulations, workshops, and real-world project applications.
8. What is the average salary increase for Le Personal MBA graduates? The actual increase varies greatly depending on prior experience and career trajectory, but substantial salary improvements are frequently reported.
9. Is the Le Personal MBA program accredited? Accreditation status varies by program; check directly with the institution offering the specific Le Personal MBA program you're interested in.

Related Articles:

1. Executive Education: The Future of Leadership Development: Explores the evolving landscape of executive education and its importance in today's dynamic business environment.
2. Return on Investment (ROI) of Executive Education Programs: Analyzes the financial benefits and career advancement opportunities associated with executive education programs, like the Le Personal MBA.
3. The Importance of Networking in Career Advancement: Focuses on the crucial role of networking in career success and how to effectively leverage professional connections.
4. Mastering Case Studies for Business Success: Provides practical tips and strategies for effectively analyzing and applying case studies in business decision-making.
5. Building a Strong Leadership Brand: Examines the importance of personal branding and how to build a strong leadership presence in the professional world.
6. The Power of Experiential Learning: Learning by Doing: Explains the benefits of experiential learning and its effectiveness in developing practical skills and knowledge.
7. How to Choose the Right Executive Education Program for Your Needs: Guides readers through the process of selecting an executive education program that aligns with their career goals and learning style.
8. Financing Your Executive Education: A Guide to Funding Options: Offers comprehensive advice on securing funding for executive education programs, including scholarships, loans, and employer sponsorship.
9. Top 10 Skills Employers Seek in Today's Market: Identifies the in-demand skills sought by employers, emphasizing the relevance of the Le Personal MBA in equipping graduates with these skills.

le personal mba: *The Personal MBA* Josh Kaufman, 2010-12-30 Master the fundamentals, hone your business instincts, and save a fortune in tuition. The consensus is clear: MBA programs are a waste of time and money. Even the elite schools offer outdated assembly-line educations about profit-and-loss statements and PowerPoint presentations. After two years poring over sanitized case studies, students are shuffled off into middle management to find out how business really works. Josh Kaufman has made a business out of distilling the core principles of business and delivering them quickly and concisely to people at all stages of their careers. His blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. In *The Personal MBA*, he shares the essentials of sales, marketing, negotiation, strategy, and much more. True leaders aren't made by business schools-they make themselves, seeking out the knowledge, skills, and experiences they need to succeed. Read this book and in one week you will learn the principles it takes most people a lifetime to master.

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assume they need to attend business school to learn how to build a successful business or advance in their career. That's not true. The vast majority of modern business practice requires little more than common sense, simple arithmetic, and knowledge of a few very important ideas and principles. The Personal MBA 10th Anniversary Edition provides a clear overview of the essentials of every major business topic: entrepreneurship, product development, marketing, sales, negotiation, accounting, finance, productivity, communication, psychology, leadership, systems design, analysis, and operations management...all in one comprehensive volume. Inside you'll learn concepts such as: The 5 Parts of Every Business: You can understand and improve any business, large or small, by focusing on five fundamental topics. The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers. 4 Methods to Increase Revenue: There are only four ways for a business to bring in more money. Do you know what they are? Business degrees are often a poor investment, but business skills are always useful, no matter how you acquire them. The Personal MBA will help you do great work, make good decisions, and take full advantage of your skills, abilities, and available opportunities--no matter what you do (or would like to do) for a living.

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le personal mba: *The 30 Day MBA* Colin Barrow, 2019-01-03 If you want to accelerate your career development and transform your skillset, but without the price tag and two-year commitment of the MBA, this is the book for you. 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. It provides the tools and techniques you need to seize business opportunities and implement strategies successfully. Complex concepts are explained in simple and practical terms, helping you to apply high level concepts to the real-life world of business. The 30 Day MBA also contains insightful case studies from leading organizations including IKEA, Cisco, Cobra Beer, Heinz, Shell, Hotel Chocolat and Chilango, to help keep you right up-to-the-minute with current trends and inspire you to explore new concepts. This book equips you with essential hard knowledge, but also helps you understand how business and current thinking is shifting in today's turbulent global markets, and broadens your mind with the knowledge and confidence to excel in a competitive career.

le personal mba: *Case Studies & Cocktails* Carrie Shuchart, Chris Ryan, 2011-03-15 After all the hard work on your application, you're finally in to business school. Now what? The acceptance letter is just the beginning of your MBA experience. Even before classes start, you'll face all kinds of new challenges: financing your degree, readjusting to homework, schmoozing recruiters. Now you can turn to this book, produced by Manhattan GMAT—one of the leading names in GMAT preparation—to ready you for the challenges you'll face as a newly-minted MBA candidate. *Case Studies & Cocktails* will be your go-to guide as you prepare to enter your MBA program and throughout your time at b-school. The authors—MBAs themselves—have drawn on their own experiences and interviewed current students for the inside scoop on every aspect of b-school, from

telling the boss you're going back to school to balancing wine and cheese in one hand while networking. The result is both a handbook for the social side of school and an academic primer on the material you'll have to master. The book even includes a glossary of need-to-know jargon, so you won't feel lost when classmates start slinging around acronyms.

le personal mba: Your Next Five Moves Patrick Bet-David, 2021-06 From the creator of Valuetainment, the #1 YouTube channel for entrepreneurs, and "one of the most exciting thinkers" (Ray Dalio, author of Principles) in business today, comes a practical and effective guide for thinking more clearly and achieving your most audacious professional goals. Both successful entrepreneurs and chess grandmasters have the vision to look at the pieces in front of them and anticipate their next five moves. In this book, Patrick Bet-David "helps entrepreneurs understand exactly what they need to do next" (Brian Tracy, author of Eat That Frog!) by translating this skill into a valuable methodology. Whether you feel like you've hit a wall, lost your fire, or are looking for innovative strategies to take your business to the next level, Your Next Five Moves has the answers. You will gain: CLARITY on what you want and who you want to be. STRATEGY to help you reason in the war room and the board room. GROWTH TACTICS for good times and bad. SKILLS for building the right team based on strong values. INSIGHT on power plays and the art of applying leverage. Combining these principles and revelations drawn from Patrick's own rise to successful CEO, Your Next Five Moves is a must-read for any serious executive, strategist, or entrepreneur.

le personal mba: The Finance Book Stuart Warner, Si Hussain, 2022-04-01 THE KNOWLEDGE AND TOOLS EVERY PROFESSIONAL NEEDS, TO MAKE BETTER FINANCIAL AND BUSINESS DECISIONS. Why this book is different to other finance books: • Quick and easy to use • Spotlights "what you need to know" • Requires no prior finance knowledge • Practical and real-world focus • Written by practitioners No knowledge required The book is purposefully designed to be quick and easy to use with no previous knowledge required to comprehend the concepts. We "tell you what you need to know" to quickly "get up to speed" in core finance concepts. A key feature of this book is that you do not have read it from cover to cover to make sense of finance. Each chapter is written as a "standalone" topic. This enables you to dip in and dip out of chapters. Further, we have taken otherwise complex topics and broken them down into key concepts that are explained in concise, easy to read sections. Practitioners not academics Whilst not an academic book, it is also not a "simplistic" book. It is a practical book because it has been written by practitioners. We include throughout this book our first-hand personal experiences gained from working in businesses across many industries and sectors, rather than replicating knowledge from academia. In addition, the authors have spent countless hours instructing, teaching and training thousands of professionals from disciplines including marketing, sales, production, administration, HR and legal. Focused on business application The overwhelming majority of finance books available are better suited to trainee accountants because they take an academic approach to finance. Whilst necessary for accountants, they immerse the reader in the "detail". The Finance Book is written for non-finance people like you. It is aimed at those who work or aspire to work in business. It will help professionals in business or thinking about a career in business including board directors, business managers, MBA students, graduates and undergraduates. Your book, your journey To make the book easy to read, we have used a consistent format across chapters. Within each chapter there are multiple cross references (and links) to other relevant chapters as they occur. This will enable you to review chapters and make connections relevant to you. Allow your curiosity to determine your path through the book. THE KNOWLEDGE AND TOOLS EVERY PROFESSIONAL NEEDS, TO MAKE BETTER DECISIONS FOR THEIR BUSINESS

le personal mba: The Moment of Lift Melinda Gates, 2019-04-23 NEW YORK TIMES BESTSELLER "In her book, Melinda tells the stories of the inspiring people she's met through her work all over the world, digs into the data, and powerfully illustrates issues that need our attention—from child marriage to gender inequity in the workplace." — President Barack Obama "The Moment of Lift is an urgent call to courage. It changed how I think about myself, my family, my work, and what's possible in the world. Melinda weaves together vulnerable, brave storytelling and

compelling data to make this one of those rare books that you carry in your heart and mind long after the last page.” — Brené Brown, Ph.D., author of the New York Times #1 bestseller *Dare to Lead* “Melinda Gates has spent many years working with women around the world. This book is an urgent manifesto for an equal society where women are valued and recognized in all spheres of life. Most of all, it is a call for unity, inclusion and connection. We need this message more than ever.” — Malala Yousafzai Melinda Gates's book is a lesson in listening. A powerful, poignant, and ultimately humble call to arms. — Tara Westover, author of the New York Times #1 bestseller *Educated* A debut from Melinda Gates, a timely and necessary call to action for women's empowerment. “How can we summon a moment of lift for human beings - and especially for women? Because when you lift up women, you lift up humanity.” For the last twenty years, Melinda Gates has been on a mission to find solutions for people with the most urgent needs, wherever they live. Throughout this journey, one thing has become increasingly clear to her: If you want to lift a society up, you need to stop keeping women down. In this moving and compelling book, Melinda shares lessons she's learned from the inspiring people she's met during her work and travels around the world. As she writes in the introduction, “That is why I had to write this book—to share the stories of people who have given focus and urgency to my life. I want all of us to see ways we can lift women up where we live.” Melinda's unforgettable narrative is backed by startling data as she presents the issues that most need our attention—from child marriage to lack of access to contraceptives to gender inequity in the workplace. And, for the first time, she writes about her personal life and the road to equality in her own marriage. Throughout, she shows how there has never been more opportunity to change the world—and ourselves. Writing with emotion, candor, and grace, she introduces us to remarkable women and shows the power of connecting with one another. When we lift others up, they lift us up, too.

le personal mba: 101 Things I Learned ® in Business School Michael W. Preis, 2010-05-20
101 THINGS I LEARNED® IN BUSINESS SCHOOL will cover a wide range of lessons that are basic enough for the novice business student as well as inspiring to the experienced practitioner. The unique packaging of this book will attract people of all ages who have always wondered whether business school would be a smart career choice for them. Judging by the growing number of people taking the GMATs (the entrance exam for business school) each year, clearly more people than ever are thinking about heading in this direction. Subjects include accounting, finance, marketing, management, leadership, human relations, and much more - in short, everything one would expect to encounter in business school. Illustrated in the same fun, gift book format as 101 THINGS I LEARNED® IN ARCHITECTURE SCHOOL, this will be the perfect gift for a recent college or high school grad, or even for someone already well-versed in the business world.

le personal mba: The Fast Forward MBA in Project Management Eric Verzuh, 2015-11-09
The all-inclusive guide to exceptional project management The Fast Forward MBA in Project Management is the comprehensive guide to real-world project management methods, tools, and techniques. Practical, easy-to-use, and deeply thorough, this book gives you answers you need now. You'll find the cutting-edge ideas and hard-won wisdom of one of the field's leading experts, delivered in short, lively segments that address common management issues. Brief descriptions of important concepts, tips on real-world applications, and compact case studies illustrate the most sought-after skills and the pitfalls you should watch out for. This new fifth edition features new case studies, new information on engaging stakeholders, change management, new guidance on using Agile techniques, and new content that integrates current events and trends in the project management sphere. Project management is a complex role, with seemingly conflicting demands that must be coordinated into a single, overarching, executable strategy — all within certain time, resource, and budget constraints. This book shows you how to get it all together and get it done, with expert guidance every step of the way. Navigate complex management issues effectively Master key concepts and real-world applications Learn from case studies of today's leading experts Keep your project on track, on time, and on budget From finding the right sponsor to clarifying objectives to setting a realistic schedule and budget projection, all across different departments, executive

levels, or technical domains, project management incorporates a wide range of competencies. The Fast Forward MBA in Project Management shows you what you need to know, the best way to do it, and what to watch out for along the way.

le personal mba: The Visual MBA Jason Barron, 2019-05-02 Learn an entire MBA course without spending thousands and waving goodbye to two years of your life. If you want to succeed in business then an MBA programme is the best way to build expertise, knowledge and experience. But an MBA programme at any top school is an enormous investment in time, effort and money. In The Visual MBA, Jason Barron offers a radical solution, explaining all key business school concepts through illustrations. When Barron started his MBA course, he decided to draw all his notes so that other people could benefit from them. And it's a good thing he did, because research shows that more than 65% of us are visual learners and that our brains process illustrations 60,000 times faster than text. From Marketing, Ethics and Accounting to Organisational Behaviour, Finance, Operations and Strategy, The Visual MBA distils the most important principles of an MBA into an accessible, informative and easily-digestible guide. Jason Barron is a product manager and illustrator who helps people realise their creative ideas through visual learning. He spent 516 hours in class and countless hours studying at home completing his MBA. Along the way, rather than taking notes that he would never read again, Jason created sketchnotes for each class and has turned them into an interesting and engaging resource so that you don't have to sit through another class again!

le personal mba: The Personal MBA Josh Kaufman, 2011-02-03 'No matter what they tell you, an MBA is not essential. If you combine reading this book with actually trying stuff, you'll be far ahead in the business game' KEVIN KELLY, FOUNDING EXECUTIVE EDITOR OF WIRED Are you searching for your next challenge? Are you tempted to go to business school? Before you do, save your money and read The Personal MBA. Getting an MBA takes two years of your life. And most of it is spent on PowerPoint presentations and outdated financial models, rather than learning what it takes to run a real business. The Personal MBAdistils the most valuable lessons of the finest business school and the best business books of all time into simple, memorable ideas and tools. This book is all you need to learn the fundamentals of business. Master concepts such as the Iron Law of the Market and the twelve forms of value, and discover exactly how to apply them to transform your career. 'After you've read The Personal MBA, you won't be open to people telling you that you're not smart enough, not insightful enough or not learned enough to do work that matters. Josh Kaufman takes you on a tour of the key ideas in business' SETH GODIN, AUTHOR OF PURPLE COWAND LINCHPIN

le personal mba: Your MBA Game Plan, Third Edition Omari Bouknight, Scott Shrum, 2011-10-15 The MBA has rapidly become the world's most desired degree, with graduates of top business schools landing six-figure pay packages in private equity, high-tech, investment banking, and management consulting. As a result, the competition for admission into select programs is fierce; some schools admit less than 10 percent of applicants. This third edition of Your MBA Game Plan includes even more sample essays and resumes from successful applicants, fresh insight on 35 leading business schools from around the world, and advice specifically tailored to international applicants. It will show you how to: Select target schools and highlight the personal characteristics and skill sets they seek Navigate the "GMAT or GRE?" question Assess your own candidacy with the objective eye of an MBA admissions officer Craft compelling essays and resumes that highlight your most salient attributes and make you stand out to the admissions committee Avoid the mistakes that ruin thousands of applicants' chances each year Perform flawlessly during your admissions interviews

le personal mba: The No Asshole Rule Robert I. Sutton, 2007-02-22 The definitive guide to working with -- and surviving -- bullies, creeps, jerks, tyrants, tormentors, despots, backstabbers, egomaniacs, and all the other assholes who do their best to destroy you at work. What an asshole! How many times have you said that about someone at work? You're not alone! In this groundbreaking book, Stanford University professor Robert I. Sutton builds on his acclaimed Harvard Business Review article to show you the best ways to deal with assholes...and why they can

be so destructive to your company. Practical, compassionate, and in places downright funny, this guide offers: Strategies on how to pinpoint and eliminate negative influences for good Illuminating case histories from major organizations A self-diagnostic test and a program to identify and keep your own inner jerk from coming out The No Asshole Rule is a New York Times, Wall Street Journal, USA Today and Business Week bestseller.

le personal mba: Humor, Seriously Jennifer Aaker, Naomi Bagdonas, 2021-02-02 WALL STREET JOURNAL, LOS ANGELES TIMES, AND USA TODAY BESTSELLER • Anyone—even you!—can learn how to harness the power of humor in business (and life), based on the popular class at Stanford's Graduate School of Business. Don't miss the authors' TED Talk, "Why great leaders take humor seriously," online now. "The ultimate guide to using the magical power of funny as a tool for leadership and a force for good."—Daniel H. Pink, #1 New York Times bestselling author of *When and Drive* We are living through a period of unprecedented uncertainty and upheaval in both our personal and professional lives. So it should come as a surprise to exactly no one that trust, human connection, and mental well-being are all on the decline. This may seem like no laughing matter. Yet, the research shows that humor and laughter are among the most valuable tools we have at our disposal for strengthening bonds and relationships, diffusing stress and tension, boosting resilience, and performing when the stakes are high. That's why Jennifer Aaker and Naomi Bagdonas teach the popular course *Humor: Serious Business* at the Stanford Graduate School of Business, where they help some of the world's most hard-driving, blazer-wearing business minds infuse more humor and levity into their work and lives. In *Humor, Seriously*, they draw on findings by behavioral scientists, world-class comedians, and inspiring business leaders to reveal how humor works and—more important—how you can use more of it, better. Aaker and Bagdonas unpack the theory and application of humor: what makes something funny, how to mine your life for material, and simple ways to identify and leverage your unique humor style. They show how to use humor to rebuild vital connections; appear more confident, competent, and authentic at work; and foster cultures where levity and creativity can thrive. President Dwight David Eisenhower once said, "A sense of humor is part of the art of leadership, of getting along with people, of getting things done." If Dwight David Eisenhower, the second least naturally funny president (after Franklin Pierce), thought humor was necessary to win wars, build highways, and warn against the military-industrial complex, then you might consider learning it too.

le personal mba: ADKAR Jeff Hiatt, 2006 In his first complete text on the ADKAR model, Jeff Hiatt explains the origin of the model and explores what drives each building block of ADKAR. Learn how to build awareness, create desire, develop knowledge, foster ability and reinforce changes in your organization. The ADKAR Model is changing how we think about managing the people side of change, and provides a powerful foundation to help you succeed at change.

le personal mba: Think Like a Monk Jay Shetty, 2020-09-08 Jay Shetty, social media superstar and host of the #1 podcast *On Purpose*, distills the timeless wisdom he learned as a monk into practical steps anyone can take every day to live a less anxious, more meaningful life. When you think like a monk, you'll understand: -How to overcome negativity -How to stop overthinking -Why comparison kills love -How to use your fear -Why you can't find happiness by looking for it -How to learn from everyone you meet -Why you are not your thoughts -How to find your purpose -Why kindness is crucial to success -And much more... Shetty grew up in a family where you could become one of three things—a doctor, a lawyer, or a failure. His family was convinced he had chosen option three: instead of attending his college graduation ceremony, he headed to India to become a monk, to meditate every day for four to eight hours, and devote his life to helping others. After three years, one of his teachers told him that he would have more impact on the world if he left the monk's path to share his experience and wisdom with others. Heavily in debt, and with no recognizable skills on his résumé, he moved back home in north London with his parents. Shetty reconnected with old school friends—many working for some of the world's largest corporations—who were experiencing tremendous stress, pressure, and unhappiness, and they invited Shetty to coach them on well-being, purpose, and mindfulness. Since then, Shetty has become one of the world's most popular

influencers. In 2017, he was named in the Forbes magazine 30-under-30 for being a game-changer in the world of media. In 2018, he had the #1 video on Facebook with over 360 million views. His social media following totals over 38 million, he has produced over 400 viral videos which have amassed more than 8 billion views, and his podcast, On Purpose, is consistently ranked the world's #1 Health and Wellness podcast. In this inspiring, empowering book, Shetty draws on his time as a monk to show us how we can clear the roadblocks to our potential and power. Combining ancient wisdom and his own rich experiences in the ashram, Think Like a Monk reveals how to overcome negative thoughts and habits, and access the calm and purpose that lie within all of us. He transforms abstract lessons into advice and exercises we can all apply to reduce stress, improve relationships, and give the gifts we find in ourselves to the world. Shetty proves that everyone can—and should—think like a monk.

le personal mba: Essentialism Greg McKeown, 2014-04-15 THE LIFE-CHANGING NEW YORK TIMES BESTSELLER • MORE THAN TWO MILLION COPIES SOLD • Now in a 10th anniversary edition featuring a new introduction and bonus 21-day challenge. "Essentialism holds the keys to solving one of the great puzzles of life: How can we do less but accomplish more?"—Adam Grant, bestselling author of Think Again Essentialism isn't about getting more done in less time. It's about getting only the right things done. Have you ever found yourself stretched too thin? Are you often busy but not productive? Do you feel like your time is constantly being hijacked? If you answered yes to any of these, the way out is the Way of the Essentialist. Essentialism is more than a time-management technique. It is a systematic discipline for discerning what is absolutely essential, then eliminating everything that is not, so we can make the highest possible contribution toward the things that really matter. By forcing us to apply more selective criteria for where to spend our precious time and energy, the disciplined pursuit of less empowers us to reclaim control of our own choices, instead of giving others the implicit permission to choose for us. Essentialism is not one more thing to do. It's a whole new way of doing less, but better, in every area of our lives. Join the millions of people who have used Essentialism to change their outlook on the world.

le personal mba: Growth Reinvented Mika Ruokonen, 2020-12-03 There are three types of companies in the world: Companies that don't yet benefit from data and AI Companies that use data and AI for internal purposes only Companies that harness data and AI as an asset for competitive global growth Where does your business belong? In Growth Reinvented, business innovation expert Mika Ruokonen takes a deep dive into the rich new landscape of data and AI-enabled business models. Building on a framework of dozens of original case studies and company examples, Growth Reinvented teaches ambitious business leaders how to extract value from data and AI as a conduit for systemic change. Like the steam engine or electricity, data and AI are general-purpose technologies with the potential for powerful and disruptive growth. But current literature on the topic is limited to examining benefits contained within a company's existing products or services, with an emphasis on theory rather than pragmatic detail. Growth Reinvented raises the bar with a concrete and easy-to-use playbook of business model options that leaders can start applying to their data and AI operations. Backed by real-life examples, these models demonstrate options for generating fresh revenue and product/service pathways, including those that open the door to a radically new type of business or industry sector. In a climate of rapidly evolving technologies and fierce global competition, companies must continually interrogate their ability to stay relevant in target markets. Growth Reinvented shows how to do exactly that, with a series of impact-focused and progressive strategies. Get ahead of the competition, understand the challenges and start transforming your data and AI into new, profitable and futureproof business models today. How can Growth Reinvented add value to your business? Build general understanding and awareness Growth Reinvented offers a cohesive, easy-to-follow summary of existing information around data and AI-enabled business models. It brings technology and business thinking together to serve as a synthesis for you to review and apply in real life. Extra online resources are also available for those who want to expand their learning. Deliver financial results and create a competitive edge Growth Reinvented shows how to generate new information using data and AI-enabled business models. For

instance, you can learn how to implement models in practice to drive scalable revenue channels and competitive advantage. Avoid common pitfalls and steer towards success: Using clear and detailed case studies, *Growth Reinvented* highlights the current opportunities and challenges that companies face around data, analytics, machine learning and AI commercialisation. Who is *Growth Reinvented* for? Business leaders: build a thorough understanding of the growth opportunities behind different kinds of data and AI-enabled business models. R&D professionals: understand the business potential of your data and AI inventions, to work in harmony with corporate decision-makers. Venture capitalists or financial analysts: decide whether to invest in a company that strives to harness data and AI commercially. Students or recent graduates: kickstart your career in data and AI, dotting the line between key technology and business decisions. Policy makers: Understand the business potential of data and AI so that you can create relevant governmental support programmes.

le personal mba: Ten-day MBA, The, Rev. Steven Silbiger, 1999-10-20 Steven Silbiger has distilled the material of the ten most popular business schools in order to teach readers the language of business. At the rate of one easy-to-understand chapter a day, this book will enable readers to absorb the material, speak the language, and, most importantly, acquire the confidence and expertise needed to get ahead in the competitive business world.

le personal mba: My Start-Up Life Ben Casnocha, 2015-06-02 Ben Casnocha discovered he was entrepreneur at age 12 and hasn't slowed down since. In this remarkably instructive book, Ben dissects the entrepreneurship gene, explaining that everyone has inherited it if they have an idea to make the world a better place. In Casnocha's case, he found a better way for city governments to communicate with constituents on the Web. Six years later, Comcate has dozens of municipal clients, a growing staff, and a record of excellence. This book is the story of his start-up, but also a conversation with his mentors, clients and fellow entrepreneurs about how to make a business idea work?and how to have the time of your life trying. From Pat Lencioni to Marc Benioff of salesforce.com, Ben has won over the best and brightest of the business world?now it's your turn!

le personal mba: MBA Admissions Strategy: From Profile Building to Essay Writing Gordon, 2005-09 This lively and accessible new book takes you step-by-step through the process of producing a successful MBA application, with primary emphasis on the essays.

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le personal mba: Model Rules of Professional Conduct American Bar Association. House of

Delegates, Center for Professional Responsibility (American Bar Association), 2007 The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

le personal mba: Personal Account Tony Comper, Bruce Dowbiggin, 2020-11-03 After nearly four decades at Bank of Montreal, former President and CEO Tony Comper shares leadership lessons from his experience at the helm of one of the world's largest financial institutions. Anthony "Tony" Comper likes to say that he can sum up his remarkable career in Canadian banking in 25 stories. In a business often filled with big personalities and memorable characters, Tony's motto is *Festina Lente* — make haste slowly. In *Personal Account: 25 Tales about Leadership, Learning, and Legacy from a Lifetime at Bank of Montreal*, Comper chronicles how he guided the bank's software evolution on real-time banking and the introduction of ABMs. He also saw BMO evolve from traditional lender to facilitator in the market, partnering with businesses to create a more vibrant source of capital. That innovation included Tony's role in integrating women and new Canadians into BMO while fighting anti-Semitism in the community. He was also critical in creating new banking models for the Indigenous community. A first-person analysis of the major transitions in his almost four decades at the bank. A memoir of turbulent, challenging times. An examination of surviving the most severe financial shocks without jeopardizing the nation's financial stability. *Personal Account* is equal parts warm memoir, teaching lesson, and a reminder of the value of legacy.

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le personal mba: The Ten-Day MBA 4th Ed. Steven A. Silbiger, 2012-07-24 Revised and updated to answer the challenges of a rapidly changing business world, the 4th edition of *The Ten-Day MBA* includes the latest topics taught at America's top business schools, from corporate ethics and compliance to financial planning and real estate to leadership and negotiation. With more than 400,000 copies sold around the world, this internationally acclaimed guide distills the lessons of the most popular business school courses taught at Harvard, Stanford, the University of Pennsylvania, the University of Chicago, Northwestern, and the University of Virginia. Author Steven A. Silbiger delivers research straight from the notes of real MBA students attending these top programs today—giving you the tools you need to get ahead in business and in life.

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lesser-known stories including creation of publishing giant Penguin and Chinese behemoth Alibaba. Here you'll find the texts and ideas that matter in: · Entrepreneurship · Leadership · Management · Strategy · Business history · Personal development · Technology and innovation Summarising the smartest thinking for today's professional success, 50 Business Classics provides inspiration and insights for entrepreneurs, executives and students of business and management alike.

le personal mba: *Rebalancing Society* Henry Mintzberg, 2015-01-05 Enough of the imbalance that is causing the degradation of our environment, the demise of our democracies, and the denigration of ourselves. Enough of the pendulum politics of left and right and paralysis in the political center. We require an unprecedented form of radical renewal. In this book Henry Mintzberg offers a new understanding of the root of our current crisis and a strategy for restoring the balance so vital to the survival of our progeny and our planet. With the collapse of the communist regimes of Eastern Europe, Western pundits declared that capitalism had triumphed. They were wrong—balance triumphed. A healthy society balances a public sector of respected governments, a private sector of responsible businesses, and a plural sector of robust communities. Communism collapsed under the weight of its overbearing public sector. Now the “liberal democracies” are threatened—socially, politically, even economically—by the unchecked excesses of the private sector. Radical renewal will have to begin in the plural sector, which alone has the inclination and the independence to challenge unacceptable practices and develop better ones. Too many governments have been co-opted by the private sector. And corporate social responsibility can't compensate for the corporate social irresponsibility we see around us “They” won't do it. We shall have to do it, each of us and all of us, not as passive “human resources,” but as resourceful human beings. Tom Paine wrote in 1776, “We have it in our power to begin the world over again.” He was right then. Can we be right again now? Can we afford not to be?

le personal mba: *The New Business Road Test* John Mullins, 2013-10-11 ROAD TEST YOUR IDEA BEFORE YOU WRITE YOUR LEAN START-UP Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it? No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure. So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working. With an accompanying app, available on iTunes and Android, that will enable readers to easily capture their road test data - notes, interviews, photos or videos - while they are on the go.
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