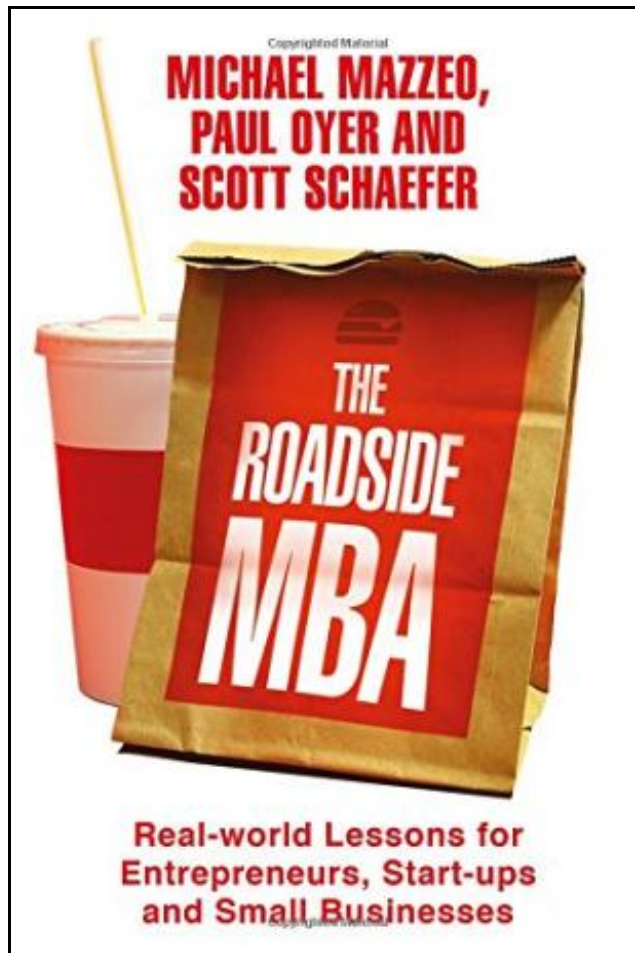


The Roadside MBA: Real-World Lessons for Entrepreneurs, Start-Ups and Small Businesses (Main Market Ed.)



Filesize: 5.26 MB

Reviews

*This book is great. I have go through and so i am confident that i will going to read through once again again in the future. I am just easily can get a satisfaction of looking at a written book.
(Miss Vernie Schimmel)*

THE ROADSIDE MBA: REAL-WORLD LESSONS FOR ENTREPRENEURS, START-UPS AND SMALL BUSINESSES (MAIN MARKET ED.)



Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, The Roadside MBA: Real-World Lessons for Entrepreneurs, Start-Ups and Small Businesses (Main Market Ed.), Scott Schaefer, Paul Oyer, Michael Mazzeo, THREE TOP MBA PROFESSORS - ONE BIG ROAD TRIP Full of powerful insights about product differentiation, pricing, brand management and tactics for battling the 'Big Boys', The Roadside MBA takes the blue-chip knowledge and tactics of Wall Street, and brings them to the High Street. Paul Oyer, Michael Mazzeo and Scott Schaefer have taught thousands of MBAs at some of the world's leading business schools. While travelling back from an economics conference together they dropped into a shoe store in Maine and chatted to the staff - and quickly realized that the strategic problems faced by small businesses are just as rich and compelling as anything challenging Microsoft or General Electric. These three wise men decided to go in search of real-world case studies that illustrate the key lessons of an MBA. The result is a rollicking American road trip that is both a great introduction for business owners who haven't done an MBA, and an entertaining refresher for those who have.



[Read The Roadside MBA: Real-World Lessons for Entrepreneurs, Start-Ups and Small Businesses \(Main Market Ed.\) Online](#)



[Download PDF The Roadside MBA: Real-World Lessons for Entrepreneurs, Start-Ups and Small Businesses \(Main Market Ed.\)](#)

You May Also Like



Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for...

[Read ePub »](#)



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the...

[Read ePub »](#)



Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School

Book Condition: Brand New. Book Condition: Brand New.

[Read ePub »](#)



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Read ePub »](#)



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Read ePub »](#)