

<<周末MBA傻瓜书 Weekend MBA >>

图书基本信息

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内容概要

A graduate MBA programme gives you the business expertise you need for success. But what if you don't have the time or money to take a full MBA course? That's where this friendly guide comes in. Packed with UK and global examples of best practice in finance, marketing, entrepreneurship, e-commerce, and other business school topics, it's just what you need to turbocharge your career. 作者简介: Richard Pettinger is a senior management lecturer and author of over 30 management books. Dr Kathleen Allen is the author of several books on entrepreneurship. Peter Economy is a management writer and consultant.

书籍目录

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