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The personal MBA || Book Review

"The Personal MBA" provides 248 short, vital business concepts, presented in layman terms, to help new entrepreneurs and experienced executives alike to fast-track their real-world learning for better results.

Book Summary - The Personal MBA: Master the Art of Business

The Personal MBA is a great book for anyone, who doesn't have a clue about business, because they mostly study and work in other fields, and for all college business students, because it might spare them another year and a few hundred grand. You can think of this book as a "START HERE" page on one of the world's best blogs about business.

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The whole premise behind The Personal MBA: Master the Art of Business is the same as for the Redneck MBA. That is, one does not have to go to a business school or even takes courses on-line to have the equivalent of an MBA. Kaufman provides explanations of many different concepts and defines numerous terms in a simple, easy to read, format.

The Personal MBA: Master the Art of Business by Josh Kaufman

The Personal MBA distils the most valuable lessons of the finest business schools and the best business books of all time into simple, memorable ideas and tools. It covers concepts such as The Iron Law of the Market, The 12 Forms of Value, The Pricing Uncertainty Principle, and The 4 Methods to Increase Revenue.

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