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THE PERSONAL MBA

A World-Class Business Education in a Single Volume

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JOSH KAUFMAN is an educational activist and independent business professor. He is the creator of the Personal MBA business self-education program. He previously worked as assistant brand manager in Procter & Gamble's Home Care Division where he worked on projects from new product development to in-store marketing programs. He is a graduate of the University of Cincinnati.

The Web site for this book is at www.personalMBA.com.

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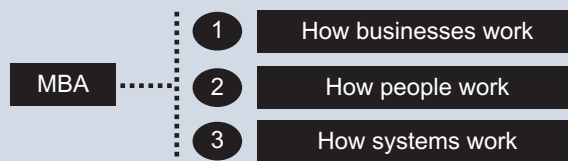
MAIN IDEA

Instead of spending \$150,000 and two years of your life to graduate from an MBA program, you're far better off gaining your own self-education in business by taking advantage of the 11,000 new business books which get published worldwide every year and the 1.2 million business books which already exist. To really get well educated for a career in business, skip school and take charge of your own business education.

"It's hard for me to understand why getting an MBA is a better use of time and money than actual experience combined with a dedicated reading of 30 or 40 books."

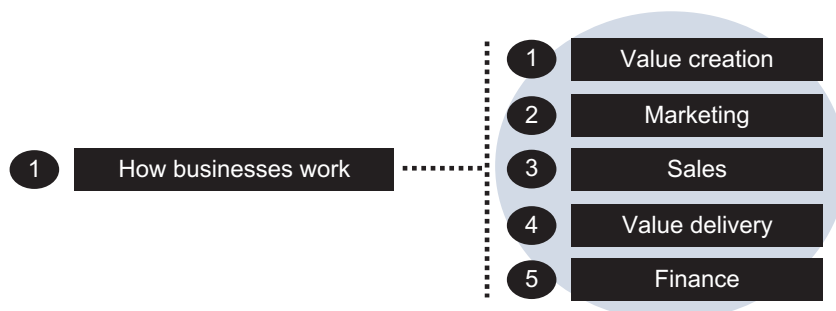
– Seth Godin

When you get right down to brass tacks, all a good two-year full-time MBA will teach you are the three fundamental things you need to know in order to succeed in the business sphere, which can be broken down into eleven topics. If you set about getting a solid knowledge base of your own in these areas and combine that with actual hands-on experience in learning what works and what doesn't in each of these topics, you'll have a solid, real-world business education which is the equivalent of anything you'd learn by studying for an MBA.



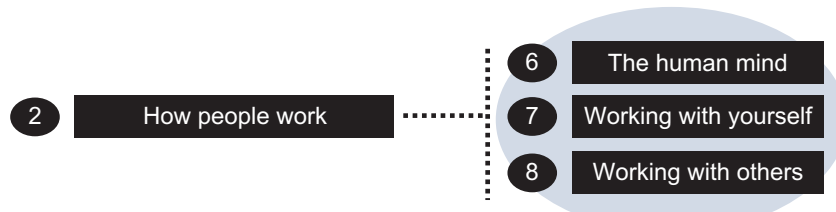
1. How businesses work Pages 2 - 4

A successful business – by definition – provides something of value which other people want or need at a price they're willing to pay in such a way that it satisfies the customer's needs and expectations while at the same time the business brings in sufficient profit to make it viable for the owners to continue operations. The five key concepts to understand in this area are:



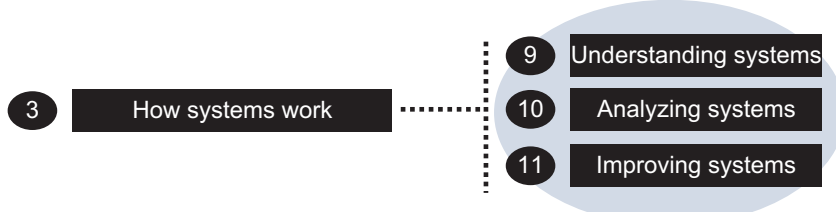
2. How people work Pages 5 - 6

Every business is created by people and then survives by benefitting a new set of people who become customers. To excel at business, get to understand how people make decisions, act on those decisions and communicate those decisions to others. The three key concepts to understand in this area are:



3. How systems work Pages 7 - 8

A business is always a complex system with multiple parts which need to interact seamlessly with each other. To succeed at business, you must understand how complex systems work, how to analyze existing systems and how to find ways to improve systems without generating unintended consequences. The three key concepts to understand are:



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