

**Summaries .Com**

BUSINESS BOOK SUMMARIES -- READ LESS, DO MORE

# **THE TEN-DAY MBA**

## **A Step-by-Step Guide to Mastering the Skills Taught in America's Top Business Schools**

**STEVEN SILBIGER**

**STEVEN SILBIGER** is senior director of marketing at Plymouth Direct. He was previously director of new products at National Media, a senior competitive analyst at Nutri/System and a senior auditor at Arthur Andersen. He is a graduate of the University of Virginia's business school and the University of Kansas. He is also the author of *Retire Early? Make the SMART Choices* and *The Jewish Phenomena*

**ISBN** 978-1-77544-746-7

**SUMMARIES.COM** is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at [www.summaries.com](http://www.summaries.com).

**MAIN IDEA**

When you strip away all of the expensive embellishments, the real basics of an MBA education fall into nine disciplines which you need to have knowledge of and practical experience in. If you were to spend a day immersing yourself in the best thinking in each of these topics and then allocate your tenth and final day to putting together some worthwhile minicourses, you'll grasp the fundamentals taught in the best MBA programs without losing two years' wages and incurring \$175,000 in tuition fees and expenses.

*"The synthesis of knowledge from all of these disciplines is what makes the MBA valuable. In the case of a new product manager with an MBA, she can not only see her business challenges from a marketing perspective, but she can recognize and deal with the financial and manufacturing demands created by her new product. This coordinated, multidisciplinary approach is usually missing in undergraduate business curricula. By learning about all the MBA disciplines at once you have the opportunity to synthesize MBA knowledge the way you would at the best schools. My goal is to make you familiar with the significant MBA tools and theories currently being taught at the leading business schools and to help you understand and develop the MBA mind-set."*

— Steven Silbiger



<b>Day 1 – Marketing</b> . . . . .	Page 2
Marketing is a blend of art and science. To think about marketing like an MBA graduate, you need the right mental framework and vocabulary so you can create and run winning marketing plans.	
<b>Day 2 – Ethics</b> . . . . .	Page 3
Ethics is a recent addition to MBA courses but the underlying logic is leaders should be aware of the ethical implications of their decisions. Business leaders should be prepared to deal with any challenge.	
<b>Day 3 – Accounting</b> . . . . .	Page 3
Accounting is the language of business. You need to have a reasonable working knowledge of accounting to excel in the business world because every function uses numbers.	
<b>Day 4 – Organizational Behavior</b> . . . . .	Page 4
Organizational behavior is about how to deal with human challenges in the workplace. To excel in this area, you need to know how to go about solving behavioral challenges.	
<b>Day 5 – Quantitative Analysis</b> . . . . .	Page 4
Quantitative analysis is all about getting the tools to use numbers when solving complicated problems. MBAs use quantitative analysis to remain objective when dealing with business issues.	
<b>Day 6 – Finance</b> . . . . .	Page 5
Finance is obviously an important topic for businesspeople. Everyone is trying to maximize their firm's value by financing cash needs at the lowest cost and lowest risk feasible.	
<b>Day 7 – Operations</b> . . . . .	Page 6
Operations are the processes by which products are made and services are provided. To do well here, it's vital to blend humanistic and quantitative approaches together.	
<b>Day 8 – Economics</b> . . . . .	Page 6
Economics is all about getting insights into the "invisible forces" which underpin the business world. The key here is to understand the fundamentals, not to come up with perfection.	
<b>Day 9 – Strategy</b> . . . . .	Page 7
Strategy embodies the totality of how a company works together to achieve the specified goals. Strategy is dynamic and evolving. Competitive advantage comes by pursuing a distinctive strategy which cannot easily be duplicated by competitors.	
<b>Day 10 – Minicourses</b> . . . . .	Page 8
Information really is power. Once you understand the nine key topics discussed, you're in a position to put together some worthwhile MBA-level minicourses. MBAs excel in the business world because they have the research skills to come up with insights which elude their otherwise industrious colleagues.	

# Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

## Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

## 1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

**BUSINESS PLANS**

**MANAGEMENT**

**PRESENTATIONS**

**SALES**

**LEADERSHIP**

**MOTIVATION**

**STRATEGY**

**AND MORE**

