

## Key Mba Models The 60 Models Every Manager And Business Student Needs To Know

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Key Business Analytics: The 60+ business analysis tools ...

Key MBA Models provides easy access to the core models, tools and concepts that are covered in MBA programs. Each model, tool or concept is described with the following: what it is, when and how to use it, with key practical tips. I completed an MBA years ago, and found that it was very useful to have a range of models to use as a framework for ...

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'Key MBA Models' is a one-stop-shop for all business course students and practicing managers. It contains the core management models from each business discipline - from Strategy and Finance to Marketing and Accounting - and distils them into concise summaries of what they are and how to apply them.

Key MBA Models is a one-stop-shop for all business course students and practicing managers. It contains the core management models from each business discipline | from Strategy and Finance to Marketing and Accounting | and distils them into concise summaries of what they are and how to apply them. Written by London Business School Professor Julian Birkinshaw, it covers the essential models that all business students and managers need to know. Themed around the course modules on an MBA, the 60+ models fall into the following categories: Strategy Business Economics Finance Decision Science Accounting Operations Marketing Organisational Behaviour The term [model] is used loosely | in some cases it might be a framework (The 4 Ps of Marketing, Porter's Five Forces), in some cases it might be an important concept (open innovation or customer orientation), and in some cases it might be a technical model (the Capital Asset Pricing Model). Built on research with academics from the top international business schools, this book is an essential reference guide for every manager and MBA.

25 Need-to-Know MBA Models provides easy access to the most useful models, tools and concepts that are covered on MBA programmes. Whether you are a student about to embark on an MBA or a manager who wants to understand the ideas taught, this guide will help you to get ahead. Covering 25 key models that have been picked from programmes around the world, 25 Need-to-Know MBA Models cuts through the jargon to give you the core information on each model: what it is, when to use it, how to use it with key practical tips. Want new ways of looking at old problems? Need a range of management decision-making tools at your fingertips? Only want what you need to know, rather than reams of theory? Includes 10 handy dos and don'ts of using MBA models With indispensable models that will help you make the most out of every business opportunity, this book tells you what you need to know, fast.

The strategy tools you need for your business to succeed! Let Key Strategy Tools be your guide to developing a winning strategy for your firm. Cherry-pick the most useful approaches for your business and create a robust strategy that withstands investor scrutiny and becomes your roadmap to success. Covering 88 tools and framed within an innovative strategy development process, the Strategy Pyramid, this user-friendly manual takes you through each step of the process. Whether analysing your market, building competitive advantage or addressing risk and opportunity, you'll find the strategic thinking tools you need at every stage in your strategy development. Following in the footsteps of the hugely successful Key Management Models and Key Performance Indicators, this book delivers professional-level information in the practical and accessible framework synonymous with the Key series.

This book explains how to resolve every challenge faced on a day-to-day basis in your business by presenting an unbeatable inventory of proven problem solving tools and techniques to help you tackle your toughest business dilemmas effectively. You will learn how to: · Overcome any business challenge with robust logic and structure · How to break down problems and make your workload lighter · Deliver the [killer] recommendations · Discover how to successfully implement change in people and organisations · How to keep yourself, your team, and your stakeholders happy · How to use an effective hypothesis-driven approach to problem solving Using case studies, a [best practice example] and at least one figurative table or figure, every dilemma is bought to life equipping you with the very best tools to confront any problem your business may face. [The most successful businesses don't avoid problems | they solve them. This practical, insightful and entertaining book guides you through how to do this. An indispensable resource for any manager.' Richard Newton, Business consultant and best-selling author -----] 'One of the key attributes in running a business successfully is the ability to see a situation in perspective. Too often the real issues go unrecognised, signs are misread, an opportunity slips by, the wrong problem is addressed. Only in retrospect is it obvious what should have been done. It is not easy, but the tools and techniques covered in Key Business Solutions should help.' Sir George Cox, Author of the HM Treasury Cox Review of Creativity in UK Business and former Chairman of the Design Council

An employee's-eye view of what makes a great boss and how you can become one Whereas most books on managing people approach the subject from the perspective of a manager of an idealised organisation, Becoming a Better Boss takes a real-world approach, looking at the topic from the perspective of an employee in a real-world organisation/dysfunctions, wars, and all. Focusing on the choices individual employees make every day in getting work done, this book reinvents the practice of management one employee at a time. Author Julian Birkinshaw stresses the importance of taking management seriously, reveals where management practice often goes wrong, and dives deeply into the worldview of employees. He then explores the common personal biases and frailties of managers and discusses the vital importance of experimentation to overcome the limitations and idiosyncrasies of a particular organisation. Throughout, he supports his assertions with case studies from a wide and varying range of management experiments and situations at real companies. Written by a leading authority on strategy, management, and innovation who is also the author of eleven books, including Reinventing Management Introduces a new approach to management focused on real employees and actual situations Includes case studies from real organisations Between the stress of deadlines and the demands of today's business environment, it's easy for managers to lose sight of the importance of people management. Becoming a Better Boss not only shows managers how to lead effectively, but why doing so is vitally important to every organisation's success.

With over 33,000 copies sold, Key Management Ratios is a market [classic]. This new edition is re-packaged with a new jacket design to revitalise the Key Management brand and new two-colour internals make it more readable and visually appealing. Key Management Ratios is an antidote to any fear of finance. Drawing data from 200 companies worldwide, the book brings clarity and simplicity to its explanation of every measure and shows how they all link together to drive your business. From cash flow and profit to ROI and ROTA, its unique approach remains as classic as ever, bringing a simple and visual understanding to a complex subject.

With over 33,500 copies sold of the previous edition, the winning formula of this incredibly successful book will remain the same. From SWOT analysis and core competencies to risk reward analysis and the innovation circle, Key Management Models explains each model in a clear, structured and practical way. There is a brief overview of each of the 61 essential models that spans no more than 3-4 pages. For each model you will find: · The model in a nutshell (the big idea!) · Its applicability (when to use it!) · The practicalities of applying it (how to use it!) · A critical appraisal (the final analysis!) The PERFECT reference book, no matter what business you're in.

Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities. It includes analysis techniques within the following categories: Financial analytics | cashflow, profitability, sales forecasts Market analytics | market size, market trends, marketing channels Customer analytics | customer lifetime values, social media, customer needs Employee analytics | capacity, performance, leadership Operational analytics | supply chains, competencies, environmental impact Bare business analytics | sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

If you're a student on an MBA or management course, you'll be expected to demonstrate a knowledge of a range of models. This textbook collects together the 45 models most likely to be required, summarized in a standard format. Each entry contains a diagram of the model; the principles on which it's based; underlying assumptions; guidance on application, and relevant issues; related models; and sources of further reference. Models are organized by subject area: accounting; business strategy; human resources; organizational strategy; and strategic marketing. An alphabetical matrix index means you can find the right model quickly. MBA Management Models will be invaluable to students working on written assignments, projects, case studies or dissertations, and to practising managers too.

