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The Roadside MBA: Real-World Lessons for Entrepreneurs, Start-Ups and Small Businesses (Main market ed)

By Scott Schaefer, Paul Oyer, Michael Mazzeo

Pan Macmillan. Paperback. Book Condition: new. BRAND NEW, The Roadside MBA: Real-World Lessons for Entrepreneurs, Start-Ups and Small Businesses (Main market ed), Scott Schaefer, Paul Oyer, Michael Mazzeo, THREE TOP MBA PROFESSORS - ONE BIG ROAD TRIP Full of powerful insights about product differentiation, pricing, brand management and tactics for battling the 'Big Boys', The Roadside MBA takes the blue-chip knowledge and tactics of Wall Street, and brings them to the High Street. Paul Oyer, Michael Mazzeo and Scott Schaefer have taught thousands of MBAs at some of the world's leading business schools. While travelling back from an economics conference together they dropped into a shoe store in Maine and chatted to the staff - and quickly realized that the strategic problems faced by small businesses are just as rich and compelling as anything challenging Microsoft or General Electric. These three wise men decided to go in search of real-world case studies that illustrate the key lessons of an MBA. The result is a rollicking American road trip that is both a great introduction for business owners who haven't done an MBA, and an entertaining refresher for those who have. 'An excellent primer' Financial Times 'The Roadside MBA succeeds admirably...



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Reviews

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