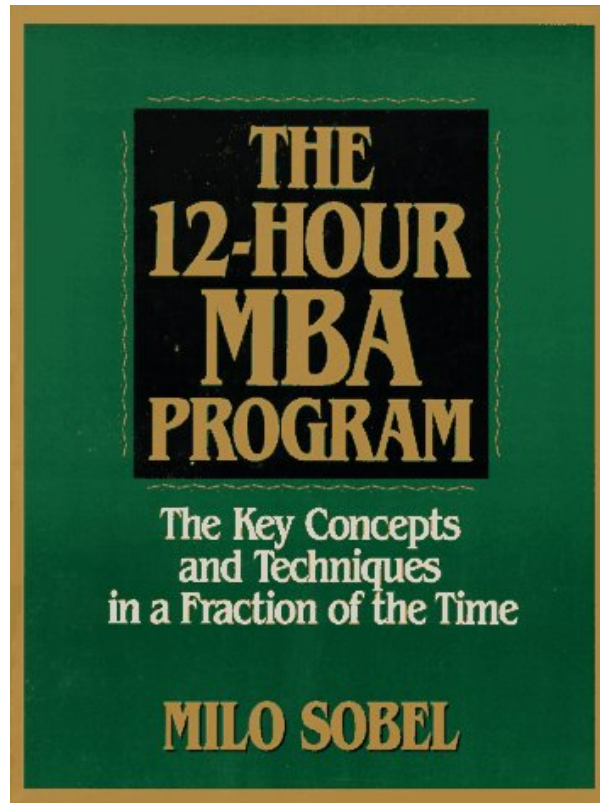
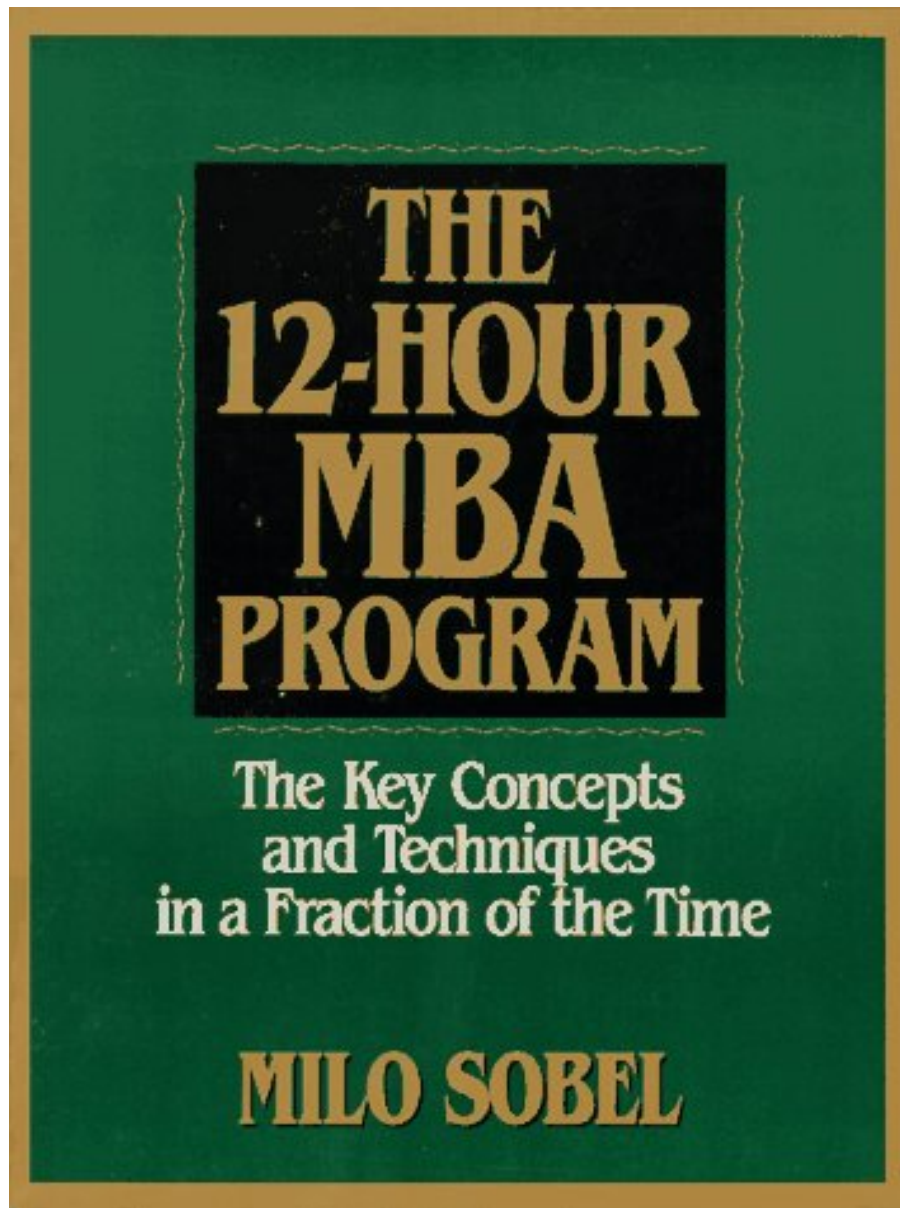


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Inspired by both the accelerated learning techniques of the US military's Officer Candidate School and reports by MBA alumni that less than 10% of the MBA curriculum is actually useful, this short, easy-to-follow handbook distills the essence of the MBA course of study and passes it along in an understandable way. Includes information on career paths.

- Sales Rank: #1324226 in Books
- Published on: 1993-08-20
- Original language: English
- Number of items: 1
- Dimensions: 9.18" h x .77" w x 7.08" l,
- Binding: Paperback
- 249 pages

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The Ideal Quick and Dirty MBA Program

By Gregory McMahan

If one had to learn common sense in a hurry, then there is no better book for the task than Milo Sobel's The 12 Hour MBA Program. Dr. Sobel distills in a few hours what MBA grads pay thousands to learn over a two year period. Sobel's no-nonsense writing style and easy to understand prose make this book a thoroughly satisfying read.

The style and organization of the book are excellent. Dr. Sobel does a very good job of introducing and summarizing the main points, but does not delve too deeply into any particular topic. Though most of the content can be put to immediate use, some topics, such as queing theory, may not be of much value, while others, such as new venture information,would be most helpful.

In terms of content, the book presents a lot of useful information. The first two chapters give a good treatment of marketing, product management, and accounting. The book really pays for itself by the third chapter on human resources and operations management. The reader gets fresh insight into the corporate world, puts the various forms of learning into proper perspective, and presents the essence of operations management, all with an eye towards common sense. The fourth chapter presents an excellent introduction to statistics for business. However, the fifth chapter, economics, contains a few errors, and those who have had a rigorous economics course will be quick to catch them. Chapters six, seven and eight each focus on technology, ethics, and strategy, respectively. Finally, Dr. Sobel devotes chapter nine to education and career pathing, and includes an epilogue which encourages the reader to pursue what he calls the 'everyman's MBA'.

The book has two major strengths. The first is its no-nonsense approach to a topic that is made out to be too difficult for mere mortals to comprehend. The second is its practical perspective on business, the firm, and most importantly, the individual. By far the most useful chapters in the book are those devoted to human resources and career pathing. Moreover, after presenting the main MBA topics, without any hesitation Dr. Sobel asks the reader to consider well if an investment in time and resources to obtain the MBA is really worth it for oneself. Dr. Sobel does provide a good discussion on the pros and cons of getting an MBA, and

strongly encourages the reader to live up to the words of Joseph Campbell and 'follow your bliss'.

Yet, the book does have a few minor weaknesses. The first and foremost weakness is that the reader does not learn the MBA jargon in-depth so that one can hold one's own against the top ten MBA school spin doctors. Second, most of the resources Dr. Sobel points the reader to for further reading are textbooks which may only be available in many cases at a university library. Third, in the age of the internet, he does not provide the web addresses for the organizations that he lists as contacts- a definite no-no. Finally, because Dr. Sobel presents only the bare basics of each topic, advanced readers may find this book a bit underdone.

Dr. Sobel successfully manages to bring up many interesting topics that one would definitely want to look into further. Overall, Dr. Sobel has created a fine text, and as such, is definitely worth putting prominently on one's bookshelf.

0 of 0 people found the following review helpful.

Five Stars

By Barbara Craine

book is new and perfect condition.

17 of 22 people found the following review helpful.

An OK overview, but...

By political idiot

...I didn't need 12 hours to read it. This is a cursory approach to material that demands more, much more. The entire book is easily digested in a half hour or so. This book provides an OK overview of the MBA curriculum, much like a one-day seminar or an expanded "B" school marketing brochure might. This book is by no means a useful tool, let alone a replacement for the formal education.

I can see why many people gave this a good review. It is easy to read and it does offer a brief summary of many of the concepts found in "B" school. However, it is really lightweight stuff. I would equate this to a Cliffs notes MBA, i.e. what's the point. There is really nothing of substance in this book that you can bite into. Just when you are ready to dig into the concept the chapter ends with a list of further reading. A better title for this book would be, "So Your Thinking Of Getting An MBA." I don't find this even a good reference tool to refresh a concept or calculation.

For a far more useful business reference tool that will provide meaty information found in a formal MBA program check out the "The Vest-Pocket MBA" instead. The VP MBA is much better value.

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