



The Scientific MBA: 5th Edition (Paperback)

By Ph D G a Mohr

Balboa Press Australia, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The Scientific MBA covers fourteen subjects, including advanced economics, psychology, numerical methods, and optimization techniques that are not found in traditional MBA courses. G. A. Mohr, Ph.D., one of the world's finest business minds and the author of more than twenty books, takes a logical approach to business and commerce in this textbook, which is a stark contrast to some other academic books. Drawing on the lectures and lessons of an acclaimed course he taught at the International Arts Sciences College in Melbourne, Australia, Mohr explains how to: - formulate and apply the basic elements of business policy; - navigate insolvency, liquidations, and reorganizations; and - make investment and financial decisions. He also highlights how to analyze statistics, evaluate projects, recruit and select employees, create detailed marketing plans, manage databases and files, and much more. Whether you want to start your own business, climb up the corporate ladder or bolster business operations to reward employees and shareholders, you'll get a full toolkit to accomplish your goals in this textbook.

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