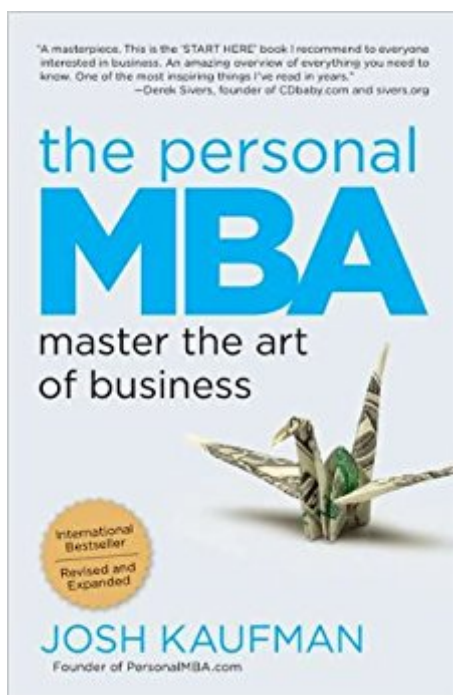


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# The Personal MBA: Master The Art Of Business



## Synopsis

Getting an MBA is an expensive choice-one almost impossible to justify regardless of the state of the economy. Even the elite schools like Harvard and Wharton offer outdated, assembly-line programs that teach you more about PowerPoint presentations and unnecessary financial models than what it takes to run a real business. You can get better results (and save hundreds of thousands of dollars) by skipping business school altogether.™ Josh Kaufman founded PersonalMBA.com as an alternative to the business school boondoggle. His blog has introduced hundreds of thousands of readers to the best business books and most powerful business concepts of all time. Now, he shares the essentials of entrepreneurship, marketing, sales, negotiation, operations, productivity, systems design, and much more, in one comprehensive volume.™ The Personal MBA™ distills the most valuable business lessons into simple, memorable mental models that can be applied to real-world challenges.™ The Personal MBA™ explains concepts such as:™ The Iron Law of the Market: Why every business is limited by the size and quality of the market it attempts to serve-and how to find large, hungry markets.™ The 12 Forms of Value: Products and services are only two of the twelve ways you can create value for your customers.™ The Pricing Uncertainty Principle: All prices are malleable. Raising your prices is the best way to dramatically increase profitability - if you know how to support the price you're asking.™ 4 Methods to Increase Revenue: There are only four ways a business can bring in more money. Do you know what they are?™ True leaders aren't made by business schools - they make themselves, seeking out the knowledge, skills, and experience they need to succeed. Read this book and you will learn the principles it takes most business professionals a lifetime of trial and error to master.

## Book Information

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## Customer Reviews

Kaufman, a former middle manager at Proctor & Gamble and founder of [personalmba.com](#), argues that those interested in business would be better served by skipping the M.B.A. and focusing on the critically important concepts that really make or break a business. According to the author, much of what is taught in business schools is outdated; you're better off saving the expense and finding other ways to learn about these core principles--which Kaufman synthesizes--in such areas as value creation, marketing, sales, and finance. He also explores the psychological side of business and examines how consumers take in information, make decisions, and decide what to do or not to do. Acknowledging the panoramic overview his approach necessitates, he includes a fairly lengthy list of sources to seek out if more information is needed. While Kaufman's rallying call will not eradicate the need or desire for M.B.A. degrees, he does provide a surprisingly solid alternative full of information that even those already in the workplace will respond to. (Dec.) (c) (c) Copyright PWxyz, LLC. All rights reserved.

"A masterpiece. This is the 'START HERE' book I recommend to everyone interested in business. An amazing overview of everything you need to know. Covers all of the basics, minus buzz-words and fluff. One of the most inspiring things I've read in years." - Derek Sivers, founder of [CDBaby.com](#) and [sivers.org](#)"No matter what they tell you, an MBA is not essential. If you combine reading this book with actually trying stuff, you'll be far ahead in the business game."- Kevin Kelly, founding executive editor of [Wired](#) and author of [What Technology Wants](#)"File this book under NO EXCUSES. After you've read it, you won't be open to people telling you that you're not smart enough, not insightful enough, or not learned enough to do work that matters. Josh takes you on a worthwhile tour of the key ideas in business."- Seth Godin, author of [Linchpin](#)"I've run across few people who conceptually 'grok' how to get things done better than Josh Kaufman."- David Allen, author of [Getting Things Done](#)"A creative, breakthrough approach to business education. I have an MBA from a top business school, and this book helped me understand business in a whole new way."- Ali Safavi, executive director of international sales and distribution, [The Walt Disney Company](#)"I've run across few people who conceptually 'grok' how to get things done better than Josh Kaufman." -David Allen, author of [Getting Things Done](#) "File this book under

NO EXCUSES. After you've read it, you won't be open to people telling you that you're not smart enough, not insightful enough, or not learned enough to do work that matters. Josh takes you on a worthwhile tour of the key ideas in business." -Seth Godin, author of *Linchpin* "No matter what they tell you, an MBA is not essential. If you combine reading this book with actually trying stuff, you'll be far ahead in the business game." -Kevin Kelly, founding executive editor, *Wired*, and author of *What Technology Wants* "A creative, breakthrough approach to business education. I have an MBA from a top business school, and this book helped me understand business in a whole new way." -Ali Safavi, executive director of international sales and distribution, The Walt Disney Company "An absolutely amazing book! I'm highly recommending this to all creative types, for the best overview of the modern business mind-set they need." -Derek Sivers, founder, CD Baby, [sivers.org](http://sivers.org) "Josh has synthesized the most important topics in business into a book that truly lives up to its title. It's rare to find complicated concepts explained with such clarity. Highly recommended." -Ben Casnocha, author of *My Start-Up Life* "An enterprising and thrifty way to hack business school. This is a fantastic resource for motivated autodidacts looking to get into business." -Gina Trapani, founding editor, [Lifehacker.com](http://Lifehacker.com), and author of *Upgrade Your Life*

This book is great. I had no background in business at all before reading this book. While reading it I developed new ideas and after reading it, it changed the way I think about certain things. I would recommend this book to anyone who wants to start their own business, be it a lemonade stand or a startup company. I showed it to a multimillionaire friend who has a business degree and, after perusing the table of contents, he said it covers what's taught in an undergraduate business degree.

oh how i wish i had read this when i started my business years ago. i read several books a month (used to read about 4 books a week!) and this one is one of my favorites of all time. SO MUCH info, simply put. i love this writer's style - no bull, just simple, straightforward. i really really really wish i had known about it about 6 years ago but better late than never. essential reading. this is one of the only books i got from the library and then ended up buying it for my kindle even though i'd already most of it. it's that good.

So far this has been a pretty solid read. The author seems well educated on many of the subjects he touches. It reads like a checklist to prepare you or refresh you for key items you need to keep in mind while.... A. Starting a business B. Maintaining a business C. Bettering yourself professionally in your current career. There is a lot of information within these pages. It's a matter of how you perceive

what he is teaching that determines what you're going to do with the information. To me, short subject matter, and quick tips keep my attention more, and help better when using this as a reference. It will also allow me to revisit the areas that I need to quickly while applying these methods and others in the real world. I haven't made it through the full book, but the majority that I've read so far is great. You don't have to read the book front to back if you don't need. There are also references to different books that may help you in other areas to which the author does not elaborate on. Simple, great, to the point. This book alone is not going to give you the idea you need for business, but an idea of what it takes to start one, and to manage one. Keep that in mind. Please don't score poorly if you don't get your next business opportunity from the pages. Great read! Thanks Bucky Wilson [www.facebook.com/bucky5676](http://www.facebook.com/bucky5676)

This is an absolutely incredible resource. The only thing more valuable than the practical turn-key content is the format in which it is written. The mini-chapters are perfect for digesting each piece of information and, believe me, there is a lot of it. It would be a travesty for anyone in business to not have this resource.

This book is essential and it's a crime this isn't a required before applying for a job. If you want to make sure you're smart, you will read this book. If you want to make sure your employees are smart and on the same page as you, you will enforce them to read this book. No exceptions

I haven't gotten through the whole book yet, but so far so good. The one good thing I can say is that the author says one thing I have always said about school (even though I'm taking classes). Is that school doesn't teach you what you need to know once you to make it. You're better off learning on your own. The degree is what employers want to see but the curriculum for the most part is outdated. I've learned more from the few books I've read in the past six months than what I've been taught in school since July of 2014. Wish I'd known a little sooner, but anyway, I would recommend it. By the way, if you're fairly new to business, you won't get lost in translation.

The short concise sections were great. I'm mid-career professional in business without formal business education and this filled in a lot gaps. Also a good book for a budding entrepreneur. The book is a great segue into deciding what to learn about next.

This book is a well thought-out and thoroughly researched work on most of the major business

practices needed to run a successful business. It is well worth the lengthy read.

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