



# The Personal MBA: Master the Art of Business

By Josh Kaufman

[Download now](#)

[Read Online](#) 

## The Personal MBA: Master the Art of Business By Josh Kaufman

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 Even the elite schools like Harvard and Wharton offer outdated, assembly-line programs that teach you more about PowerPoint presentations and unnecessary financial models than what it takes to run a real business.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 B-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.

 [Download The Personal MBA: Master the Art of Business ...pdf](#)

 [Read Online The Personal MBA: Master the Art of Business ...pdf](#)

# The Personal MBA: Master the Art of Business

By *Josh Kaufman*

## **The Personal MBA: Master the Art of Business** By *Josh Kaufman*

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 Even the elite schools like Harvard and Wharton offer outdated, assembly-line programs that teach you more about PowerPoint presentations and unnecessary financial models than what it takes to run a real business.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 B-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.

## **The Personal MBA: Master the Art of Business** By *Josh Kaufman* Bibliography

- Sales Rank: #73271 in Books
- Published on: 2010-12-30
- Released on: 2010-12-30
- Original language: English
- Number of items: 1
- Dimensions: 9.31" h x 1.30" w x 6.31" l, 1.30 pounds
- Binding: Hardcover
- 416 pages

 [Download](#) The Personal MBA: Master the Art of Business ...pdf

 [Read Online](#) The Personal MBA: Master the Art of Business ...pdf

## **Editorial Review**

From Publishers Weekly

Kaufman, a former middle manager at Proctor & Gamble and founder of [personalmba.com](http://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.

Review

"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 Safa vi, 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*

About the Author

Josh Kaufman is the author of *The Personal MBA: Master the Art of Business*, an international bestseller with translations in 12 languages. Josh specializes in teaching professionals in all industries and disciplines how to master practical business knowledge and skills. Josh's unique, multidisciplinary approach to business mastery has helped millions of readers around the world learn essential business concepts on their own terms. PersonalMBA.com hosts over 50,000 readers every month, and has been visited over 2 million times by readers all over the world since its founding in 2005. Josh's work has directly saved prospective business students millions of dollars in unnecessary tuition, fees, and interest by providing an effective, affordable, and debt-free method of learning fundamental business principles.

## Users Review

### From reader reviews:

#### **Daniel McCullough:**

This *The Personal MBA: Master the Art of Business* usually are reliable for you who want to become a successful person, why. The explanation of this *The Personal MBA: Master the Art of Business* can be among the great books you must have will be giving you more than just simple looking at food but feed you actually with information that might be will shock your prior knowledge. This book is definitely handy, you can bring it almost everywhere and whenever your conditions in e-book and printed versions. Beside that this *The Personal MBA: Master the Art of Business* forcing you to have an enormous of experience for example rich vocabulary, giving you tryout of critical thinking that could it useful in your day exercise. So , let's have it appreciate reading.

#### **Carolyn Baird:**

Do you really one of the book lovers? If so, do you ever feeling doubt while you are in the book store? Try to pick one book that you just dont know the inside because don't judge book by its protect may doesn't work at this point is difficult job because you are afraid that the inside maybe not since fantastic as in the outside appear likes. Maybe you answer is usually *The Personal MBA: Master the Art of Business* why because the great cover that make you consider with regards to the content will not disappoint you actually. The inside or content is definitely fantastic as the outside as well as cover. Your reading 6th sense will directly make suggestions to pick up this book.

#### **Nicholas Poston:**

Reading a book to get new life style in this season; every people loves to read a book. When you go through a book you can get a great deal of benefit. When you read guides, you can improve your knowledge, because book has a lot of information upon it. The information that you will get depend on what kinds of book that you have read. If you want to get information about your research, you can read education books, but if you want to entertain yourself look for a fiction books, such us novel, comics, as well as soon. The *The Personal MBA: Master the Art of Business* provide you with new experience in studying a book.

**Charlotte Bernstein:**

Don't be worry in case you are afraid that this book will certainly filled the space in your house, you can have it in e-book method, more simple and reachable. This kind of The Personal MBA: Master the Art of Business can give you a lot of good friends because by you checking out this one book you have point that they don't and make a person more like an interesting person. This specific book can be one of a step for you to get success. This e-book offer you information that might be your friend doesn't realize, by knowing more than additional make you to be great folks. So , why hesitate? Let me have The Personal MBA: Master the Art of Business.

**Download and Read Online The Personal MBA: Master the Art of Business By Josh Kaufman #J4RTF56IA8C**

# **Read The Personal MBA: Master the Art of Business By Josh Kaufman for online ebook**

The Personal MBA: Master the Art of Business By Josh Kaufman Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Personal MBA: Master the Art of Business By Josh Kaufman books to read online.

## **Online The Personal MBA: Master the Art of Business By Josh Kaufman ebook PDF download**

**The Personal MBA: Master the Art of Business By Josh Kaufman Doc**

**The Personal MBA: Master the Art of Business By Josh Kaufman MobiPocket**

**The Personal MBA: Master the Art of Business By Josh Kaufman EPub**