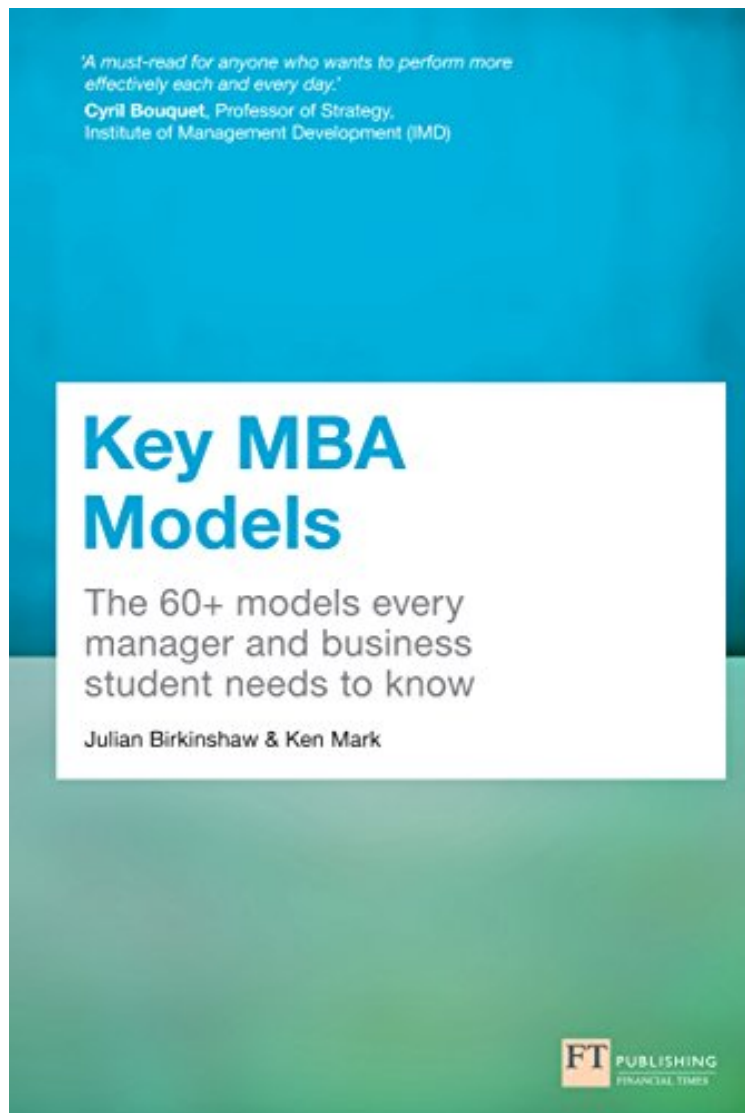


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Key MBA Models: The 60+ Models Every Manager and Business Student Needs to Know

Julian Birkinshaw, Ken Mark

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Key MBA Models is a one-stop-shop for all business course students and practicing managers. It contains the core management models from each business discipline – from Strategy and Finance to Marketing and Accounting – and distils them into concise summaries of what they are and how to apply them. Written by London Business School Professor Julian Birkinshaw, it covers the essential models that all business students and managers need to know. Themed around the course modules on an MBA, the 60+ models fall into the following categories: Strategy Business Economics Finance Decision Science Accounting Operations Marketing Organisational Behaviour. The term 'models' is used loosely – in some cases it might be a framework (The 4 Ps of Marketing, Porter's Five Forces), in some cases it might be an important concept (open innovation or customer orientation), and in some cases it might be a technical model (the Capital Asset Pricing Model). Built on research with academics from the top international business schools, this book is an essential reference guide for every manager and MBA.

About the Author Julian Birkinshaw is Professor and Chair of Strategy Entrepreneurship at LBS. He's a Fellow of the British Academy holds PhD MBA degrees. He was recently placed 39th on the global "Thinkers 50" list of thought leaders in the field of management. Ken Mark is a businessman, entrepreneur, research writer. He's written more than 100 case studies for use in MBA classrooms.