



The Official High-flier's Handbook: How to Succeed in Business without an MBA

By Philip R. Jenks, Jim Fisk, Robert Barron, Jonathan Pugh, Jonathan Pugh

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, The Official High-flier's Handbook: How to Succeed in Business without an MBA, Philip R. Jenks, Jim Fisk, Robert Barron, Jonathan Pugh, Jonathan Pugh, Forget all the expensive MBA handbooks, bin your application forms to Insead, Harvard and LBS, and read this cult guide instead. From the Introduction: The desire to get ahead in business is stimulated at an early age. Remember that intoxicating moment when you first managed to get Mayfair and Park Lane, built hotels on each, and sent your opponent headlong into bankruptcy when he landed on one after the other? Remember the thrill when you bartered a rusty Swiss penknife for your friend's father's Rolex? It's a fact that the very best childhood memories tend to be materialistic, competitive and exploitative - in short, capitalist. Recapturing those thrills is more elusive in the real game of business. It's a tough world out there, the rules are strictly enforced, and the competition's a little sharper than when you skittled Granny out of the game with some shrewd double-sixes. If you want to be a high-flier in today's business world, you've got to have a good grasp of the fundamentals...



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