
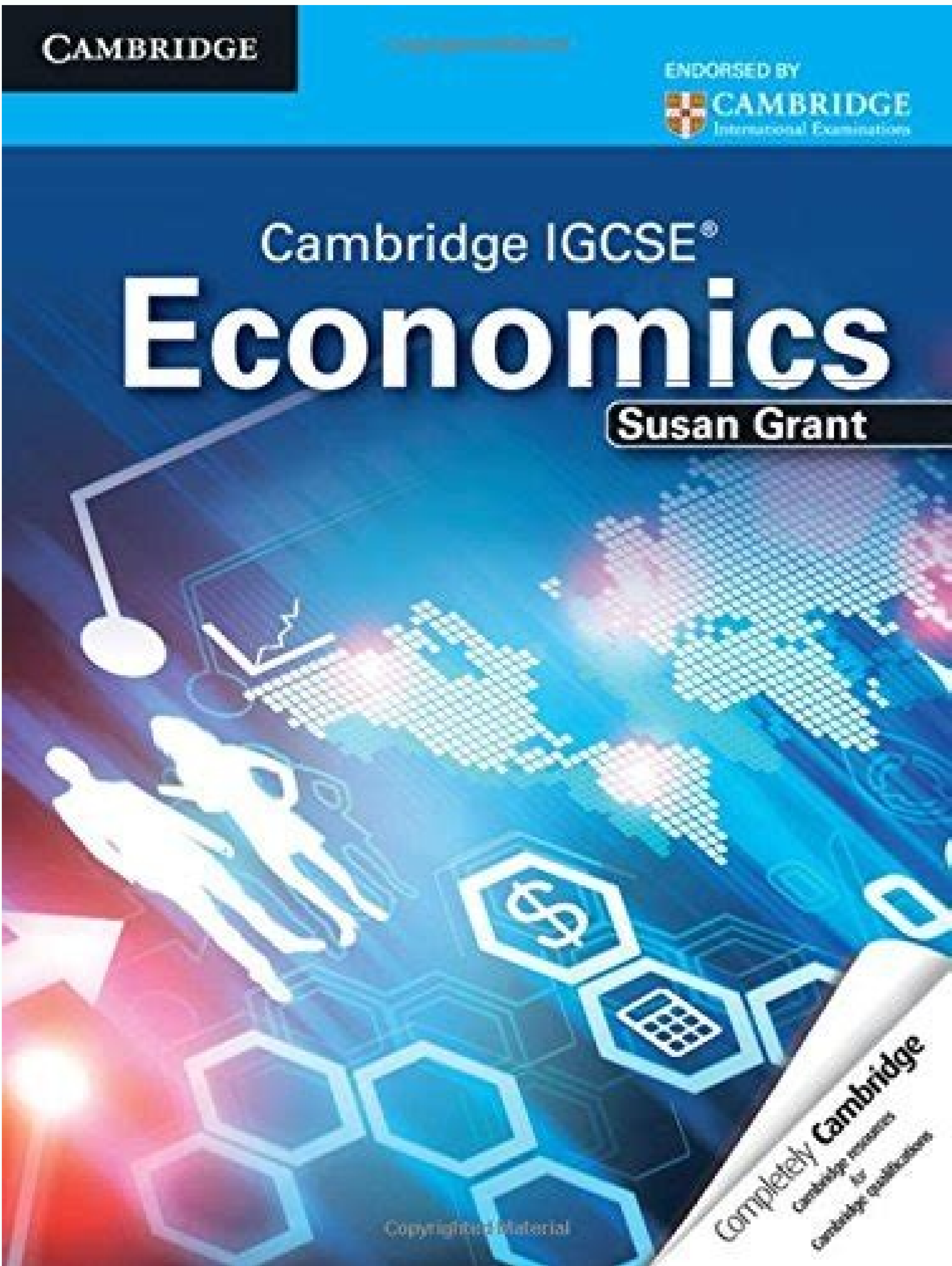
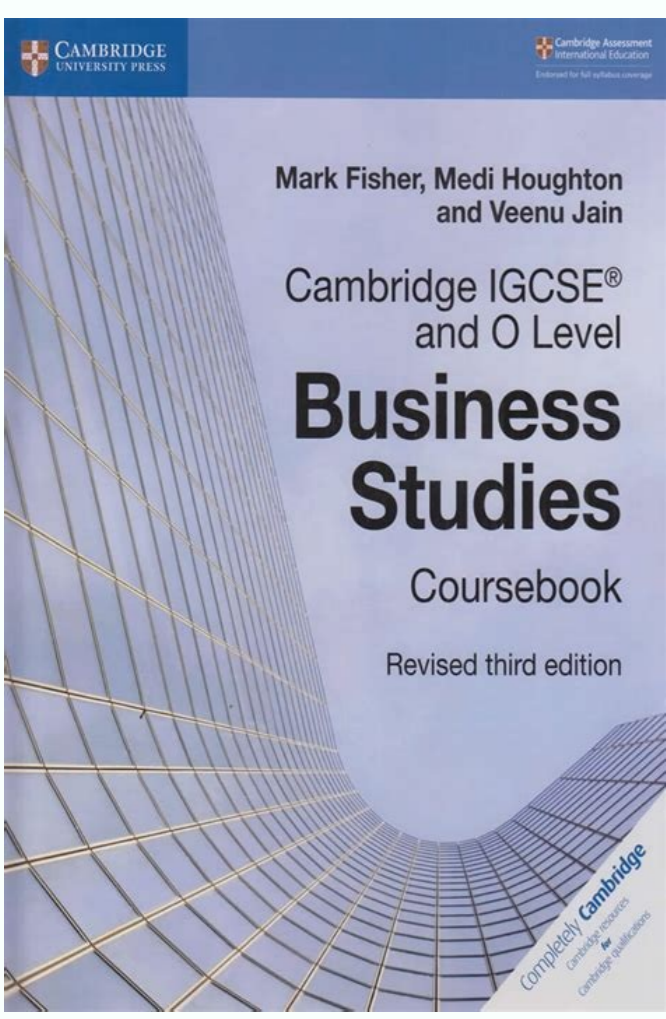


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Chan Kim and Renée Mauborgne was originally published in 2005 and has since been revised with updated material. In examination, the way marks are awarded to answers like these may be different. This is a great choice for MBA students who want to learn how to take good program or organizational practices and seamlessly expand them across an organization as it grows. "Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant," by W. © 2022 Oxford University Press. The book is funny and includes lots of unique illustrations to break up the text. If you have already read this book, you may want to take a look at Cialdini's follow-up text "Pre-Suasion: A Revolutionary Way to Influence and Persuade." In "Pre-Suasion," Cialdini explores how to use the key moment before your message is delivered to change the receiver's state of mind and make them more receptive to your message. In "Managers, Not MBAs" he examines the current system of MBA education and proposes that managers learn from experience instead of focusing on analysis and technique alone. The crux of the theory is that companies will do better if they create demand in uncontested market space (blue ocean) rather than fighting rivals for demand in a competitive market space (red ocean). Eric Ries has lots of experience with startups and is the entrepreneur-in-residence at Harvard Business School. This is one of several books on the required reading list at Harvard Business School. All of them contain valuable lessons for business majors who want to launch, manage, or work in successful companies. This book is a good choice for any MBA student who wants to think critically about the education they are receiving and seek out opportunities to learn outside of the classroom. Reading is one of the best ways for MBA students to achieve a multi-perspective understanding of business and management principles. "Grit" isn't a traditional business book, but it is a good resource for business majors who want to change the way they look at obstacles in their lives and careers. But you can't just pick up any book and expect to learn the lessons you need to know to succeed in today's business environment. This book is a good read for MBAs who want to learn how to get to the root cause of problems, make better decisions, create meaningful relationships, and build strong teams. "The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career" is a New York Times bestselling career strategy book by Reid Hoffman and Ben Casnocha that encourages readers to think of themselves as small businesses that are constantly striving to be better. Hoffman, who is the co-founder and chairman of LinkedIn, and Casnocha, an entrepreneur and angel investor, explain how to use entrepreneurial thinking and strategies used by Silicon Valley start-ups to launch and manage your career. This is a longtime bestseller in the management category, presenting data from a study of more than 80,000 managers at every level of business, from frontline supervisors at small companies to top executives at Fortune 500 companies. Here you will find: Test yourself - interactive tests to check your understanding of the subject On your marks - exam-style questions with example answers, marks awarded and comments Answers to the student book. The book has sold millions of copies and has been translated into nearly 40 languages. "First Break All the Rules" is a good choice for MBA students who want to learn how to create a strengths-based organization. This is arguably one of the best books on entrepreneurship ever written. If you don't have time to read the book, check out Duckworth's TED Talk, one of the most viewed TED Talks of all time. Henry Mintzberg's "Managers, Not MBAs" takes a critical look at MBA education at some of the world's top business schools. All rights reserved. Some of these books are bestsellers; others are on required reading lists at top business schools. The authors are world-renowned data scientists, so they know a lot more about data mining and analytics than the average person, but they do a good job of breaking things down in a way that nearly every reader (even those without a tech background) can easily understand. Sutton is a professor of Management Science and Engineering and a professor of Organizational Behavior (by courtesy) at Stanford Graduate School of Business, and Rao is professor of Organizational Behavior and Human Resources at Stanford Graduate School of Business. MacKenzie uses anecdotes from his 30-year career at Hallmark Cards to explain how to avoid mediocrity and foster creative genius in yourself and others. This is a great book for MBA students who want to explore concepts like value innovation and strategic alignment. Syllabus matching grid for Essential Business Studies for Cambridge IGCSE IGCSE® is the registered trademark of Cambridge International Examinations. This is a good book for MBA students who want to learn about big data concepts through the lens of real-world business problems. Ray Dalio's book made it to #1 on the New York Times Bestseller list and was also named Amazon's Business Book of the Year in 2017. Dalio, who founded one of the most successful investment firms in the United States, has been given impressive nicknames like "the Steve Jobs of investing" and "the philosopher king of the financial universe." In "Principles: Life and Work," Dalio shares hundreds of life lessons learned over his 40-year career. Dale Carnegie's perennial bestseller has stood the test of time. "Blue Ocean Strategy" outlines the marketing theory created by Kim and Mauborgne, two professors at INSEAD and co-directors of the INSEAD Blue Ocean Strategy Institute. This book is best for MBA students who want to learn how to build their professional network and accelerate their career growth. Author David Moss, who is the Paul Whiton Cherington Professor at Harvard Business School, where he teaches in the Business, Government, and the International Economy (BGIE) unit, draws on years of teaching experience to break down complex macroeconomics topics in a way that is easy to understand. This book is a great choice for MBA students (and others) who want to become skilled persuaders. The concepts in the book come from creativity workshops that MacKenzie used to teach in corporate settings. It is a good choice for business students who want to break out of ingrained corporate patterns and learn the key to originality and creativity. Cialdini uses 35 years of evidence-based research to outline six key principles of influence: reciprocity, commitment and consistency, social proof, authority, liking, and scarcity. In "Never Split the Difference," he outlines some of the lessons he learned while conducting high-stakes negotiations. It is widely believed to be one of the best books ever written on the psychology of persuasion and one of the best business books of all time. Welcome to your Essential Business Studies for Cambridge IGCSE website. Unless otherwise indicated, the questions, example answers, marks awarded, and comments that appear in this title were written by the authors. Cambridge International Examinations bears no responsibility for the example answers to questions taken from its past question papers which are contained in this publication. Carnegie outlines fundamental techniques in handling people, making people like you, winning people to your way of thinking, and changing people without giving offense or arousing resentment. This is one of those books that you read once or twice and then keep on your bookshelf as a reference. In "The Lean Startup," he outlines his methodology for launching new companies and products. If you don't have time to read the book, at least spend a couple of hours reading articles on Ries' popular blog Startup Lessons Learned. This book is a good choice for MBA students who want to learn how to negotiate trade-offs and employ strategies that work in tense negotiations. "Orbiting the Giant Hairball," by Gordon MacKenzie, was published by Viking in 1998 and is sometimes referred to as a "cult classic" among people who read a lot of business books. The lessons are boiled down into nine principles that you can use to gain a competitive edge in negotiations and become more persuasive in your personal and professional interactions. "Grit," by Angela Duckworth proposes that the best indicator of success is a combination of passion and perseverance, also known as "grit." Duckworth, who is the Christopher H. The principles within are based on interviews, case studies, academic research, and the experience of the two authors, Robert Sutton and Huggy Rao. The book suggests that most MBA programs "train the wrong people in the wrong ways with the wrong consequences." Mintzberg has enough experience to critique the state of management education. He holds the Clegghorn Professorship of Management Studies and has been a visiting professor at Carnegie-Mellon University, London Business School, INSEAD, and H.E.C. in Montreal. It is a good choice for MBA students who want to gain a better understanding of the global economy. Foster Provost's and Tom Fawcett's "Data Science for Business" is based on the MBA class Provost taught at New York University for more than 10 years. Our editors independently research, test, and recommend the best products; you can learn more about our review process here. Browne Distinguished Professor of Psychology at the University of Pennsylvania and faculty co-director of Wharton People Analytics, supports this theory with anecdotes from CEOs, West Point teachers, and even finalists in the National Spelling Bee. For a more modern take, pick up the most recent adaptation, "How to Win Friends and Influence People in the Digital Age." Robert Cialdini's "Influence" has sold millions of copies and been translated in more than 30 languages. Originally published in 1936, it has sold more than 30 million copies worldwide and is one of the most successful books in American history. It's important to choose the right reading material. Chris Voss, who worked as a police officer before becoming the FBI's lead international kidnapping negotiator, wrote this bestselling guide to getting what you want out of negotiations. This book is a must-read for every MBA student. He explains how to understand what customers want, test ideas, shorten product cycles, and adapt when things aren't working out as planned. It covers fundamental concepts of data science and explains how data can be analyzed and used to make key business decisions. In the book, Kim and Mauborgne explain how to make all the right strategic moves and use success stories across various industries to support their ideas. This book is great for product managers, entrepreneurs, and managers who want to build entrepreneurial thinking. We may receive commissions on purchases made from our chosen links. The publisher would like to thank Cambridge International Examinations for their kind permission to reproduce past paper questions. Although each one of these managers has a different style, the data trends show that the most successful managers break some of the most ingrained rules in management to attract the right talent and get the best performance out of their teams. The book covers everything from fiscal policy, central banking and macroeconomic accounting to business cycles, exchange rates, and international trade.

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