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This study guide was designed specifically for students who can devote 2-4 hours of study time each day over 60 days. If you can't commit to this schedule, that's fine. It may just take you a little longer than 60 days to complete all of the recommended learning activities.

Beat The GMAT's FREE 60-Day GMAT Study Guide

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lays out the target market and the firm's value proposition, based on an analysis of the best market opportunities 5 stages of consumer buying process decision process (1) need recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, (5) post-purchase behavior 8 steps of business purchasing process

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GMAT Exam 8-Week Study Plan | GMAT Exam | mba.com

An MBA is a highly reputed professional degree and a great option for those wanting to pursue a career in Commerce stream. But the saturation and competition in the field make it hard for MBA graduates to find a position in top companies. An MBA program from a reputed business school makes a difference when looking for a job.

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Exam Prep Guide also provides study inventories to measure your understanding and lists of additional resources all designed to help fully prepare you for success on the CMBA Exam. Now, more than ever, your future depends on taking responsibility for your individual success as a business professional. Step up. Accept the CMBA challenge.

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This study guide gives MBA students around the world what they need most--examples of the kinds of assignments they will face in their MBA program. This guide covers the topics of accounting, economics and finance with an international focus. The author provides actual questions and research assignment topics he encountered in his international MBA program. More importantly, the answers to each question and the research papers he submitted are also

included, along with an analysis of each writing. As the author found most MBA students are unfamiliar with academic writing and proper APA formatting, those topics are also covered in this book, with numerous, ready-to-use examples given. While other MBA guides tell you what to study, this book is a road map to completing your assignments on time, with style and with practical insider knowledge. The author is an educator with over 20 years of teaching experience and over 10 years of teacher training experience. He has worked and lived long-term in Japan and Malaysia, and has facilitated more than 150 workshops and presentations on education topics in a handful of Asian countries. He understands the field of teaching and he knows what teachers are looking for in assignments at the graduate level. This study guide was created to help all students--whether native English speakers or non-native English speakers--successfully navigate their MBA studies with confidence and satisfaction.

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