



yes Mum, Business is an Art: Bread & butter lessons from one of the sharpest business schools

Jacques Edouard Guillemot

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From Back cover:

Yes Mum, Business is an Art is a visual and down-to-earth roadbook of a year in one of the top-MBA programs at IMD*, designed for the talented and curious who want to get prepared for their next step.

This daily companion features the experience of an entrepreneur, together with 176 practitioners, cutting-edge academics and outstanding achievers.

This book offers insights into such diverse topics as what makes Michael Porter and SWOT analysis irrelevant, what is the cost of politics in large organizations, when to bury cash in your garden and how to choose your MBA.

Whether you are a CEO, an entrepreneur, an executive or a junior, you can use it as:

- an EYE-OPENER, with a broad view on the key areas and drivers of business, far from the wide-spread thinking.
- a TOOLBOX, with ready-to-use models, systematic approaches, to assess, plan and deliver.
- a MUSE, a source of inspiration, with counter intuitive and disruptive insights, that will shape the future of business.

*IMD is frequently ranked as the best business school for executives outside US (Financial Times 2008-2013).

>> What they say about it:

" On top of being a great view of business today, of what IS taught in a top business school, this book is an amazing source of inspiration for each one of us, to improve the state of the business world, globally."

Alois Zwinggi, Managing Director, World Economic Forum

"The impressive result of a collaborative, independent and self-funded project around a year on our campus, and an amazing glimpse of what IMD can inspire."

Dominique Turpin, President of IMD - Nestlé Professor


"A fast forward ride through a year worth of MBA classes, hard work and unforgettable moments. You might forget a theory or a framework... but your view on business (and life!) will be forever influenced by what you learned. Dip in and discover what it is all about!"

Stefano Cazzulani, Product Manager, Google

"Straight to the point, fun, this book is a fantastic guide to the raw essentials of life in business. Read this book and you will be prepared to succeed in your decisions as a future leader"

Mario Rottland Sola, Vice-President, Coca Cola Iberia Partners

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