

'A must-read for anyone who wants to perform more effectively each and every day.'

Cyril Bouquet, Professor of Strategy,
Institute of Management Development (IMD)

Key MBA Models

The 60+ models every manager and business student needs to know

Julian Birkinshaw & Ken Mark

Praise for *Key MBA Models*

This book is not just an enjoyable read. It also offers practical models to accelerate your learning of key management concepts and boost your capacity to engage in meaningful, executive conversations. It's a must-read for anyone who wants to perform more effectively each and every day.

CYRIL BOUQUET, PROFESSOR OF STRATEGY, INSTITUTE OF MANAGEMENT
DEVELOPMENT (IMD)

I would love to have had this elegant and crisp reference guide before, during and after every business school class, including Julian Birkinshaw's! Some of the frameworks feel like reunions with old friends, some completely new introductions. All are explained with beautiful simplicity. I expect this to become the model Model handbook.

RICHARD HYTNER, DEPUTY CHAIRMAN, SAATCHI & SAATCHI WORLDWIDE

The greatest value of this book is that it tells us the topmost models that managers should not only know about but should also know when and how to use. It's an excellent book to use for the regular reinforcement of business and management concepts.

RAVI ARORA, VICE PRESIDENT, TATA QUALITY MANAGEMENT SERVICE

Key MBA Models

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