

*'The most read book on my bookshelf, there's not been a week gone by that I haven't referred back to it.'*

**Frankie Cory, CEO, Mischief PR**



**MBA**

***Day by Day***

**Turn world-class thinking  
into everyday  
business brilliance**

**Chris Dalton**

# Praise for *MBA Day by Day*

‘This book is one to read in a week and refer to for a career. It provides the models and theories to use, and inspires leaders to build stable and visionary organisations. I felt like a door had been held open for me into a world of ideas and experience that will help me in my management and leadership.’

**Jo Youle, CEO and Founder, Missing People**

‘In an age where the relevance of an MBA is being questioned, Chris’s book justifies why we need MBAs. This is my go-to book. Whether preparing for a module, undertaking an assignment or considering my next steps at work, I turn to this book as my North Star.’

**Lt Col Chris Lane MBE RA, British Army**

‘*MBA Day by Day* is the most read book on my bookshelf; there’s not been a week gone by that I haven’t referred back to it. It’s so good I’ve bought copies for friends and colleagues thinking about their own career development.’

**Frankie Cory, CEO, Mischief PR**

‘Not simply just another management book, *MBA Day by Day* offers a comprehensive overview of an MBA written in a highly readable manner. Whether an experienced or aspiring manager, this book will stimulate and challenge thought processes, encouraging the reader to stop and reflect about work and life.’

**Roberta Pace Balzan, Brand Manager, Roche UK**

# **MBA Day by Day**

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