



## The Curriculum: Everything You Need to Know to Be a Master of Business Arts

By Stanley Bing

Blackstone Audiobooks, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 147 x 132 mm. Language: English . Brand New. From the mind of the ultimate corporate gunslinger comes this no-nonsense, real-world Curriculum, designed to augment if not replace the more traditional path to achieving mastery of the business universe. Conquer this sharp, practical and often amusing course of study and save \$250,000 of wasted business school tuition. Unlike those august, Ivy-encrusted factories that churn out masterful business administrators, The Curriculum will teach you the art of business, employing a smart, tactical battle plan that will prove infinitely more awesome as you make your way in the world. We begin, in the Core Curriculum, with the acquisition and maintenance of Power. Included are such essentials as Not Appearing Stupid (an early career requirement), Fabricating a Sustainable Business Personality, and the arts of Management and Selling. The Advanced Curriculum hones the skills that are required to seize Success by the throat and shake it until valuable prizes fall out of its pockets, including fundamentals on Strategic Thinking, Self-Branding, mastering Electronic Communications, and dealing with Crazy People. Tutorials and Electives, which students may pursue as their interest or discretion advises, include lessons on Giving an Effective...



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