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The personal mba review

A masterpiece. This is the 'START HERE' book I recommend to everyone interested in business. An amazing overview of everything you need to know. Covers all of the basics, minus buzz-words and fluff. One of the most inspiring things I've read in years â€• Derek Sivers, founder of CDbaby.com and bestselling author of Anything You WantNo matter what they tell you, an MBA is not essential. If you combine reading this book with actually trying stuff, you'll be far ahead in the business game â€• Kevin Kelly, founding executive editor of Wired and bestselling author of The InevitableFile this book under NO EXCUSES. After you've read it, you won't be open to people telling you that you're not smart enough, not insightful enough, or not learned enough to do work that matters. Josh takes you on a worthwhile tour of the key ideas in business â€• Seth Godin, bestselling author of This Is MarketingI've run across few people who conceptually 'grok' how to get things done better than Josh Kaufman â€• David Allen, bestselling author of Getting Things DoneFundamentals are fundamentals. Whether you're an entrepreneur or an executive at a Fortune 500 company, this book will help you succeed â€• John Mang, Vice President of Japan Fabric & Home Care, Procter & GambleThis book goes far beyond business: I used the marketing, sales, and communication principles in this book to complete my PhD and land a highly competitive postdoc and professorship at a world-class research university. Whatever you do for a living, this book will help you do it even better â€• Dr. Zachary Gagnon, Assistant Professor of Chemical Engineering, Johns Hopkins UniversityIf you're thinking of starting a business, this book will radically increase your confidence. If you're already running a business, this book will help you identify weaknesses in your systems to get better results. If you're thinking about plunging yourself into debt to get an MBA, this book will challenge you to your core. Are you more interested in becoming a better businessperson, or having a document to hang on your wall to impress people? â€• Daniel Joshua Rubin, Playwright and Portrait ArtistI graduated with an MBA in 2005 before I encountered The Personal MBA, but I still felt like I didn't know anything about business. In retrospect, I wish I had read this book before enrolling in an MBA program-it would've helped me be more mindful while completing my degree. Who knows . . . I might have skipped the MBA completely. This is easily the best foundational business book available. â€• Roger Hul, Technical Account Manager, RedHat, Inc.I used the mental models in this book to create a profitable business in less than four weeks. Josh quickly dispels many mistaken beliefs about entrepreneurship, and his guidance has made me vastly more productive and successful, and my life more fulfilling. â€• Evan Deaubl, President and CEO, Tic Tac Code, LLCThese concepts really work: I'm booked solid with clients, making eight times more money, feeling far less overwhelmed, and having a lot more fun. If you want to live up to your potential, you can't afford to miss this book. â€• Tim Grahl, Founder and CEO, Out.think GroupAfter one hour with Josh, I immediately used his advice to bring in an extra \$120,000 this year. These simple principles are astonishingly effective. â€• Dan Portnoy, Founder and CEO, Portnoy Media Group »¿This revised and expanded edition of the bestselling book, The Personal MBA by Josh Kaufman, gives you everything you need to transform your business, your career or your working life forever.An MBA at a top school is an enormous investment in time, effort and cold, hard cash. And if you don't want to work for a consulting firm or an investment bank, the chances are it simply isn't worth it.Josh Kaufman is the rogue professor of modern business education. Feted by everyone from the business media to Seth Godin and David Allen, he's torn up the rulebook and given thousands of people worldwide the tools to teach themselves everything they need to know.The Personal MBA teaches simple mental models for every subject that's key to commercial success. From the basics of products, sales & marketing and finance to the nuances of human psychology, teamwork and creating systems, this book distills everything you need to know to take on the MBA graduates and win. Josh Kaufman has made a career providing practical advice for business, entrepreneurship, skill acquisition, productivity, creativity and applied psychology. Named one of the Top 100 Websites for Entrepreneurs by Forbes, Kaufman's PersonalMBA.com helps people make more money, get more done and have more fun. His first book, The Personal MBA: Master the Art of Business is an international bestseller. As incident responders, we are directly responsible for advising business leaders on preparing for and recovering from the inevitable disruptions of critical information systems. An understanding of overall business practices assists us in making sound justifiable recommendations. In order to properly advise the business, we must at some level think like a business person.When I am starting to learn a new topic, I try to find a keystone book, one which I can pivot further into a subject from. These books are high level, broad books, which cover a wide breadth of related disciplines. "The Personal MBA" by Josh Kaufman is one such book. It is a book which introduces the field of business administration. For someone with a technical background, this material was easy to understand and relate to my interactions with the business side operations.While reading, I broke up the book into three high level areas. First is targeting what we would typically associate with business administration. These are topics such as marketing, value creation and delivery, and finance. Here Mr. Kaufman defines a business as a repeatable process that creates and delivers something of value, that other people want or need, at a price they are willing to pay, in a way that satisfies the customer's needs and expectations, so that the business brings in enough profit to make it worthwhile for the owners to continue operation. Businesses are divided into five independent business processes; value creation, marketing, sales, value delivery, and finance. Knowing where you fit into these five processes will help in your decision making as an independent contributor.The second section deals with humans. It covers the human mind, how to work with yourself, and how to work with and manage others. Gaining a better understanding of how humans work, what their needs are, will make us better leaders and decision makers. Incident responders are in an interesting position where they are providing advice to executives on situations which have significant impacts to the operation of their business. These decisions are not always made purely rational. Humans are emotional and have a hard time disassociating their decision making with their emotional state. We all have influence over the decisions of others. Understanding how those we work with make decisions will help us chose the methods by which we utilize our influence.We also need to understand that we individually make emotional decisions and have our own biases. Occasionally we need to take a step back to review our perspective. Taking stock of natural human biases will help us to identify when we are drawing conclusions from our own.In the third part of the book, Josh Kaufman covers business systems. Every business is a consolidation of various systems which are used to operate the business. Breaking down the operation into clearly defined systems is necessary to know how we execute the five independent business processes. Through these broken down systems, we can perform measurements to determine if the system is generating the desired outcome and make appropriate adjustments to the system to improve efficiency and effectiveness.The book concludes with recommendations for further study on each of the specific topics covered. Having this list of recommendations will help direct the reader on a path forward in the process of continuous independent study of business administration. Some of the most successful business leaders gained their success not by completing an MBA, but by critical reflection on the facts of business administration coupled with a strong drive for self improvement. Having an MBA is not a requirement for success in business.I highly recommend this book for any individual who does not have a background in business, but knows that the lack of knowledge in business administration is having a negative impact on their effectiveness. For those of us who are responsible for value delivery in the form of advise to executives, respecting their perspective on business operation will go a long way to build rational arguments for securing their enterprise following a security incident. While also improving our ability to deliver value, we also improve our knowledge of how the other business functional areas work to generate revenue for our organization.You can find out more about this book at personalmba.com. For those of us working in digital forensics and incident response, a little knowledge about how the business operates will go a long way to improving our careers.If you have your own business book recommendations, feel free to leave a comment.

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