



RICHARD REEVES & JOHN KNELL

The 80 Minute MBA: Everything You'll Never Learn at Business School

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THE 80 MINUTE MBA is your short-cut to business brilliance. A traditional MBA is for either the time-rich, very wealthy or lucky few with a generous corporate sponsor. So what happens if you want to get a hit of high-quality business inspiration without spending two years back at school? THE 80 MINUTE MBA is the gateway to fresh thinking, in less time than it takes a standard meeting to get past coffee and biscuits. Managers need the encouragement to think differently, not in the same straight lines. THE 80 MINUTE MBA is an injection of inspiration, creative thinking and dynamic approaches which will help you see the world of business *differently*.

The 80 Minute MBA: Everything You'll Never Learn at Business School Details

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From Reader Review The 80 Minute MBA: Everything You'll Never Learn at Business School for online ebook

Chris Wood says

As the title states, this is a quick read which frames leadership, ethics, finance & strategic concepts; however the shallow dives into some topics with no dives into others leaves this book adding little value above a university course summary statement. Expectations were set on a to-the-point type of book one may reference back to, or use as a kick start into other conversational topics. Although it shed light on the vague areas one might venture into if perusing these studies more deeply, I would have to advise on placing your 80 minutes of read time elsewhere.

Jia Le Toh says

This book is a quick read and it more or less repeats what you already know.

1. Create a sustainable business because we only have one Earth.
2. Great leadership is essential to a business.

What I liked:

- the accounting part was a little basic but very easy to understand
- on leadership,

"They are not bullying or hectoring, but they are authoritative. Authority without arrogance: that's the secret."

What I disliked:

- The sarcastic tone at the end of the introduction.
- There was a graph with wrong axis labels which got me confused for 5 minutes.
- Putting in personal opinions, like which CEOs he doesn't like

And some opinions I just completely don't agree with, but the author writes them as though they were fact. "You can forget about charisma [...] charisma cannot be taught or learnt. If you're not charismatic, you are never going to be. So forget about it."

Patrick Sherriff says

Well, this took me at least 180 minutes to read, but I won't dock the authors a star -- it's still a great introduction to what's what in thinking about economics for people, like me, who find themselves in business and in need of a framework to think about it all, but are sure that the Trump approach is not the way forward. The authors here write wittily on five topics: sustainability (how ecological concerns have to be at the heart of every business); leadership (how building a good team is leadership); culture (how you have to foster good relationships with those you work with); cash (how you should know how to read a balance sheet); and conversation (how you have to ask customers what they want from you). I could quibble that the final chapter is a little overly optimistic for the power of social media to do good, but overall I would recommend

the book to anyone in need of a bit of business 101.

Download my starter library for free here - <http://eepurl.com/bFkt0X> - and receive my monthly newsletter with book recommendations galore for the Japanophile/crime fiction/English-as-a-foreign-language teacher in all of us.

Paul Bard says

A quarter of the book on global warming!?

A tenth of the book on dispelling leadership myths!?

Changing traditional marketing and strategic ideas to "conversations"!?

Dont waste your time.

Amazingsomeone says

Complete bull shit. Nothing new or substantial, instead of reading this book, you can just read a few blog posts here and there.

Ivan Tchernev says

Any book that claims you can read it in 80 minutes is always going to be a little scant on detail and specifics. Nonetheless, the 80 minute MBA did a good job of introducing a wide variety of topics in a compelling way. It's given me the impetus to follow them up more deeply in my own time, and in particular, has given me a new view on marketing and sustainability in modern businesses. Definitely worth 2 hours of your time. :)

Dante says

The 80-Minute MBA is a practical book that aims to help the reader learn the basics of an MBA education.

The book has five chapters and each chapter discusses an essential topic or aspect of any business.

Chapter 1 talks about sustainability. The authors write that environmental sustainability and financial sustainability are equally important for the success of any business. Business which are not environmentally sustainable face 3 risks: (1) physical, (2) regulatory, and (3) reputational risks.

Chapter 2 talks about leadership. The authors write that you don't really need to know a lot about leadership or read tons of books about leadership in order to be a good leader. You only need to know a few things. For example, great leaders are great servants. They lead by serving others. They possess virtues like courage and integrity. They are spiritual rather than materialistic. Also, great leaders know these 4 things: (1) Where they

are going as a company (they have a clear sense of direction and they have the ability to execute their strategies), (2) what's going on in the organization, (3) who they are as persons (they are aware of their strengths and weaknesses), and (4) they know how to build a strong team.

Chapter 3 talks about culture or human resource. The authors write that the success of any business depends ultimately on how well you manage and engage your employees, and the best way to manage and engage them is to provide them with these 3 things: (1) Quality relationships, (2) autonomy or individual discretion, and (3) good organizational ethos or values. These 3 can lead to job satisfaction and thereby give the company "commitment dividends".

Chapter 4 talks about cash. The authors write that accounting is the language of business. Through accounting or the faithful and accurate bookkeeping of all the transactions that the business engage in every day, reliable records are produced which the business-owner, investor, leader, or manager can use to make informed-decisions about the business.

Chapter 5 talks about conversation. Conversation is all about marketing. The authors write that traditional marketing are no longer wholly useful. Times have changed and people are no longer merely consumers. Many of them are also producers. Thus, there is now modern marketing methods. The core of modern marketing are (1) community, (2) co-creation, (3) customization, and (4) conversation.

The book's subtitle is misleading. Are concepts like leadership, organizational culture, and accounting missing in the curricula of business schools? Clearly, no. So I guess this book is just exaggerating a lot. I did find a few chapters useful.

Elita Vilinskaitė says

I give 5 stars because they delivered what they said they will deliver. At this moment book is well up to date and therefore has a higher value than it would have next year.

I learnt few new terms and trends, and for me who is a fresher and does not have much corporate work experience it was an excellent read :) easy going book for sure!

Enock says

I like mostly how the writer speaks about leadership, the culture of the organisation, and also the idea of caring much about the success of the organisation, not necessarily the success as an individual. I enjoyed reading it.

Kjell says

I liked the environmental focus of the first chapter and agree that the environment should be one of the top priorities for businesses. I found it refreshing because I did never think that much about it earlier. The rest of the book, however, is fairly basic. I think it is an interesting overview of the basics of managing, but I was hoping to learn more from the book.

Angha says

I personally found this book to be over-exaggerated. The title makes it sound like business schools are hiding this knowledge from you, but I covered all of the topics covered in this book in my MBA and in a lot more detail than a few pages can cover.

The only chapter I found any help was on leadership and that too because it had some interesting examples of what great leadership really is.

Sameer Khan says

I am only 12, but I LOVED this book. My dad is a major in business, and I plan to as well. I really do think that this book can save you a lot of time. For example, You could read this book in 60 minutes and get more information than most long Business-major classes. I had a HUGE laughing session at the Hummer part. You would like this, I almost guarantee.

Patrik Hallberg says

A short read, but not that bad...

I like the sustainability focus and there are some nice reading recommendations like:

Execution: the discipline of getting things done, The change monster & Profiting from evidence based management.

Some interesting facts:

Stuff to forget as a leader - charisma, balance (great leaders are unbalanced), authenticity (you need selective authenticity), coaching, strategy (you need practice...

4 things great leaders know: where we're going, what's going on, who they are and how to build a strong team.

Last chapter about how the 4Ps of marketing (Product, Price, Place & Promotion) is being replaced by the 4Cs (Community, Customisation, Co-Creation & Conversation) is good with references to Anderson's Long Tail model and wikipedia.

Angel Serrano says

Descarado, irónico, inteligente son algunas de las palabras que describen el texto y la actitud de los autores. Todo empieza con la sostenibilidad (del modelo de negocio y del planeta), y se basa en liderazgo, cultura, dinero y conversaciones. Interesante descripción del nuevo marketing: 5c's; contenido, comunidad, co-creación, customización y conversación.

David says

Some interesting ideas to consider and a useful overview, but each of the areas they focus on needs more depth to get your teeth into. Ok, it's intended to be a quick read, but I don't feel it really achieves what Reeves intended it to.
