



## **Applied MBA: Management by Application**

by [Emeritus Professor \(Dr\) Gary Goh](#) (Author)

### **Product Description**

The purely academic or case-based pedagogical approaches in MBA studies are inadequate for any MBA or business graduate work experience, career progression, business management, or real-life skills.

Reading books, attending lectures, or doing case studies and every other "technique" taught by academic gurus don't work as everyone expects. The keys to MBA success have been taught for many years to millions of people in their search for help in achieving success. Most have tried them and found they didn't work for them in the real world. They still don't have what they want.

This book is a comprehensive tool kit success strategy for every individual and complements the academic MBA studies by providing practical business tips that are not taught in MBA business schools. This is *Applied MBA: Management by Application* - Practical MBA or Applied Business Practice.

Each practical and proven idea can be implemented immediately or adapted to suit anyone in the business world. Most MBA graduates see a problem. Others (Applied MBA graduates) see an opportunity to triumph.

### **About the Author**

As President and Chief Executive Officer of the Australian Institute of Certified Practising Trainers, Australian Quality Training Consultants, Australian Institute of Trainers and Assessors, Australian LifeSkills College, National Institute of Australia, Certified Management Consultants in Australia, Emeritus Professor (Dr) Gary Goh has spent the last thirty years solving problems and significantly increasing the bottom lines of corporations in Australia and Asia Pacific regions. Gary's forte is the ability to identify the patterns that limit and restrict individual and business growth.

Besides providing executive coaching, training, and consulting services to government and corporate clients, Professor Goh has also lectured in the postgraduate and undergraduate degree, diploma programs in local and international universities, polytechnics, and vocational colleges.

Gary is a Honorary Fellow of the Australian Institute of Certified Practising Trainers, Fellow and Chartered Marketer of the Chartered Institute of Marketing, U.K.; Fellow of the Chartered Management Institute, U.K.; Fellow of the Institute of Administrative Management, U.K.; Fellow of the Institute of Management Specialists, U.K.; Fellow of the College of Teachers, Royal Chartered, U.K., Certified Practising Trainer and Justice of the Peace, Australia.

Emeritus Professor Goh is dedicated to helping people grow their businesses and advance careers exponentially.

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