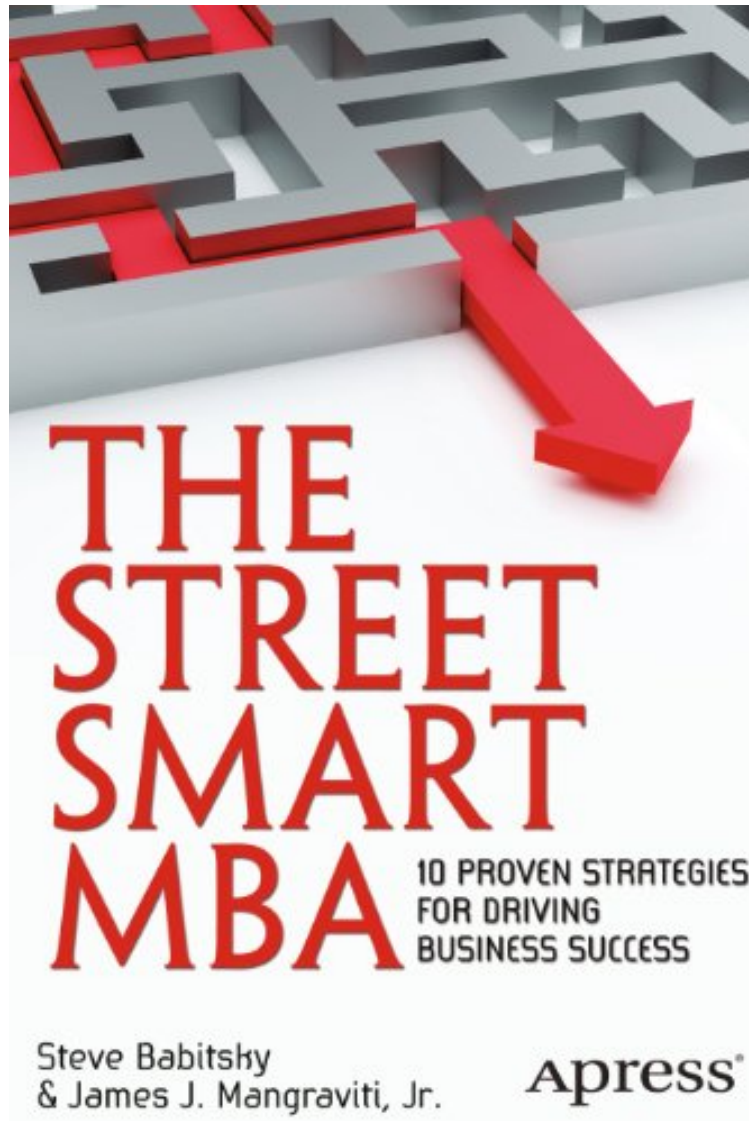


# The Street Smart MBA: 10 Proven Strategies for Driving Business Success

*Steve Babitsky, Jr., James J. Mangraviti*  
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**Steve Babitsky, Jr., James J. Mangraviti : The Street Smart MBA: 10 Proven Strategies for Driving Business Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Street Smart MBA: 10 Proven Strategies for Driving Business Success:

0 of 2 people found the following review helpful. Awesome Book By A. Rich All the books I have read by the same authors have been excellent. This one, however, is awesome! I highly recommend this book for anyone starting a business, or who has an already established a business. You do not need an education in business to understand the

principles taught in this book. The authors show, with the use of vignettes, how the principles they recommend have worked for their business. I have been a customer of their business (SEAK) for a few years now, and I can tell you that the authors truly know their stuff and they put out a first-rate product.

0 of 2 people found the following review helpful.  
A pleasant, entertaining, and profitable read  
By K. Cohn  
As someone who busted his tail for two years getting my MBA, I admit being skeptical of the claim that two non-MBA lawyers would write a book entitled *The Street Smart MBA*. However, I have enjoyed reading it:- It begins with a summary of summaries, so that busy readers can get the gist of the chapters in 13 pages- It has stories as well as lessons, which are memorable, as on page 21, where the authors refunded a client's consulting fee because they were not satisfied with the results; stories like that go a long way toward emphasizing the point of the first chapter: *Build a Superb Brand*- The authors clearly follow their own advice. For example, in chapter 3, "*Develop Products Your Customers Love*," they clearly have asked open-ended questions and developed product extensions, as I learned from taking their courses on *Non-Fiction Writing* and then *Fiction- and Advanced Fiction Writing*I agree with their proposition that a person's business education begins after one leaves college and graduate school.

Kenneth H. Cohn, M.D., MBA, author of *Better Communication for Better Care*, *Collaborate for Success!*, and *Getting It Done*  
0 of 1 people found the following review helpful. Do you REALLY need to get that MBA to run a successful business?  
By Jim Rohrbach  
Don't have an MBA? You're in good company -- neither do Bill Gates, Howard Schultz and Oprah Winfrey. Nor do authors Steve Babitsky and Jim Mangraviti, who will save you A LOT of confusion, aggravation and money if you keep the thousands of dollars you'd give to some business school in your pocket and shell out the twenty bucks for this insightful volume instead.

Business schools have long enticed students into their MBA programs with the promise that, after a short stint spent studying the ins and outs of the business world, they will be able to step right into the upper echelons of management or launch a business that soon has them flitting about the world in a private jet. "Sounds great," you say. "Sign me up!" Not so fast.

Sure, business school might prove a necessary prerequisite for those aiming to gain employment at a large financial institution, land a job with a consultancy, or accelerate their journey toward managerial superstardom at a Fortune 500 company. But for aspiring entrepreneurs and established business owners alike, the truth of the matter is this: The ability to get a business off the ground and running successfully is not the byproduct of toiling away in a classroom, learning esoteric subjects like the economics of competition.

Rather, all it takes to start and run a truly successful business are a few sensible, time-proven techniques that have been needlessly forgotten in business innovators' haste to reinvent the wheel.

That's why, in *The Street Smart MBA*, Steve Babitsky and James J. Mangraviti, Jr., encourage you to ditch class-or, better yet, ditch b-school altogether-and go back to the business basics with a series of ten simple steps that will do more for your company than the letters M, B, and A ever will. There are no forays into game theory in *The Street Smart MBA*, no parables, and no intellectualizing. Instead what you will find is a practical, easy-to-understand, step-by-step business strategy guide that encourages you to revive a handful of basic yet essential practices that many business owners have lost sight of, such as:

- Building a brand that is so synonymous with quality that you'll be able to maximize your company's profits in no time;
- Turning your company's products and services into profits by finding your company a niche, working with deadlines, and honoring your company's image above all else;
- Dealing with customer complaints head-on so that you can turn gripes into opportunities;
- Doing favors, mentoring, and sending gifts, in order to grow your business network;
- And much more.

With its emphasis on ten simple yet time-honored principles that lead to business success, *The Street Smart MBA* is all the business education that entrepreneurs with great ideas and business owners with the drive to succeed will ever need.

What you'll learn

- Practical, proven advice on building a brand that maximizes your company's profits
- How to get people to help your company out and give you invaluable information (for free)
- Simple steps and checklists for developing products and services your company can profit from
- Marketing techniques that will turn your company's services and products into profits
- Money-saving tactics that will save your company's bottom line
- Practical pointers for minimizing your pain and maximizing your gain when managing people

Who this book is for

*The Street Smart MBA* is geared toward the tens of millions of businesspeople who own or run small, medium, and large businesses or are planning to do so in the future. Additionally, the book will appeal to college students and young professionals who are contemplating whether or not to attend business school; novice and seasoned entrepreneurs alike who want to position their new venture for business success; and even current undergraduate and MBA students who are thinking about starting up a company and have begun searching for an alternative business education that will help them do so.

**About the Author**  
James J. Mangraviti, Jr., is Principal of SEAK, Inc., a professional education, training, consulting, and publishing company. In that capacity, he trains hundreds of expert witnesses each year through SEAK's scheduled programs for expert witnesses, invited presentations, and customized expert witness training programs presented to corporations, associations, and governmental agencies. A former litigator with experience in defense and plaintiff personal injury law and insurance law, Mr. Mangraviti is a prolific writer and has co-authored more than twenty books

with Steve Babitsky, including *Never Lose Again: Become a Top Negotiator by Asking the Right Questions*.