

🕒 2021.02.26

# The Personal MBA: Master the Art of Business by Josh Kaufman

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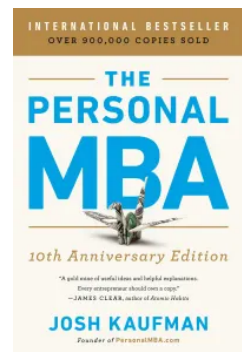
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Category: Personal Growth

(4 von 100)

**Why:** I need a base guideline for a business study.

**Goal:** find out what MBA programs usually offer.



**Action: Finish a business books reading challenge!**

## 3 Key Concepts

1. One must do, business study is a highly conceptual and practical subject.
2. 5 parts of business : Value-Creation, Marketing, Sales, Value-Delivery, Finance.
3. Use each concept as a tool, pick the one you need at the time. Do not try to memorize all at once.

## Summary

This reading is eye-opening as I am attempting to do **both**;

1. Educating myself with **reading 100 books**
2. Taking **full-time MBA** at university

Josh introduced multiple subjects to real-life businesses. He also claimed, “MBA programs don’t have a monopoly on advanced business knowledge: you can teach yourself”. And I am convinced

that **one can learn any subject by themselves**. This urged me to think about what the degree would get me.

My opinion is that a conventional program is more about the environment; classmates and teachers, country and culture, the prestige of a degree, fixed duration limitation, life at stake (haha), etc. It makes sense to skip all these perks if your goal is sole “business concepts study”. Same question on whether to do home school. A similar argument to what is the difference between going to a well-known expensive private university and community college, when the curriculum is virtually the same. After all your local library has more knowledge to offer than you will ever consume.

Away from study program debate...

Josh gave 5 parts of the business, that are crucial for a business to be profitable. One must not do all of 5 parts, but must definitely understand. After I scratched the surface of each subject in this book, I am excited to dig deep in all the rest throughout my 100 books journey.



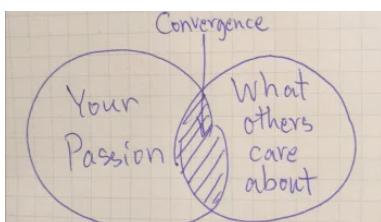
**Goal check:** I found out what business concepts MBA might offer me.

### Wasu's Review

( 5.0 / 5.0 )

Get this book on Amazon [here!](#)

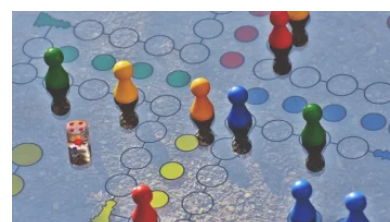
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