The Pragmatic MBA for Scientific and Technical Executives

Description: This primer enables professionals with technical expertise to collaborate with their business-side colleagues. Emphasizing brevity and clarity, it gives technical staff answers to their most pressing questions about economics, finance, marketing, strategic decision-making, accounting, management, and related subjects. It does not offer condensed 1st year MBA courses; instead, it presents streamlined concepts and insights that are easy enough to be accessible and challenging enough to hold one's interest. Its examples from pharma, IT, aircraft/navigation, and other industries highlight problems that technical professionals face daily. Written by "one of them," its credibility makes it more useful than Internet resources. Because it concentrates on pragmatic (as opposed to academic) approaches to business, it empowers technical staff to stay with the conversation--and take it to a higher level.

Bertrand C. Liang, MD, PhD, MBA, is Managing Director of LCC Ventures and Executive Director of Pfenex, Inc. He is trained in molecular biology and genetics (PhD) and is a clinician (MD) with subspecialty training in neurology and oncology, and serves as a Visiting University Professor at Liaoning He University, Shenyang, China.

- Creates frameworks and builds concepts enabling technical staff to work with their business colleagues
- Delivers content for pragmatic, immediate use, not condensed presentations of subjects from first year MBA curriculum
- Extends readers' grasp by posting additional resources at a freely-available website

Contents:
- Marketing
- Economics
- Strategy
- Management and Leadership
- Portfolio Management
- Finance and Accounting
- Operations


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

- **Product Name:** The Pragmatic MBA for Scientific and Technical Executives
- **Web Address:** http://www.researchandmarkets.com/reports/2237569/
- **Office Code:** SCD2T365

Product Format
Please select the product format and quantity you require:

| Quantity | Hard Copy (Hard Back): | USD 37 + USD 29 Shipping/Handling |

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:** [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
- **First Name:** ________________________________  **Last Name:** ________________________________
- **Email Address:** * ________________________________
- **Job Title:** ________________________________
- **Organisation:** ________________________________
- **Address:** ________________________________
- **City:** ________________________________
- **Postal / Zip Code:** ________________________________
- **Country:** ________________________________
- **Phone Number:** ________________________________
- **Fax Number:** ________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:
Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World