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They picked up some valuable business tips on their travels and compiled them in a book, "Roadside MBA: Back Road Lessons For Entrepreneurs, Executives and Small Business Owners." In this week's Business War Chest, co-author and associate professor of Management and Strategy at Northwestern University's Kellogg School of Management Mike Mazzeo, joins us.

Roadside MBA - Business Trends and Insights

Roadside MBA Back Road Lessons for Entrepreneurs, Executives and Small Business Owners. Michael Mazzeo and Others 3.4, 21 Ratings; $13.99; $13.99; Publisher Description.

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The other half is an applicant-tracking system that automates many of the steps of recruitment and eliminates waste." "Ninety percent of the people hired each year in the accounting industry are straight from college," his colleague Frank White continued, "and our goal is to streamline the recruiting process.

Lessons From the Roadside | Stanford Graduate School of ...

The Roadside MBA MOOC: Strategic Thinking for Growing Your Enterprise. April 12, 2016 By Scott Schaefer. The Roadside MBA team is partnering with Stanford GSB to offer our first MOOC! After years globe-trotting, book-writing, and trying out new course material on unsuspecting MBA students, we've picked the best ideas from the Roadside MBA canon and packaged them together in a free, online course.

Roadside MBA

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Our book, Roadside MBA: Backroad Lessons for Entrepreneurs, Executives and Small Business Owners (Business Plus) is available wherever books are sold, and our multimedia project, Roadside MBA: Big Lessons from America's Small Business, can be viewed here.

The Roadside MBA Story

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The view from the road | File photo. Economic principles don't just apply to Silicon Valley startups and Fortune 500 companies, says Stanford Graduate School of Business professor and economist Paul Oyer.

Roadside MBA: Big Lessons From America's Small Businesses ...

Here are just a few of the lessons that you'll find inside Roadside MBA: How to negotiate: The Deadhead owners of Eko Compost in the hippie town of Missoula, Montana who don't negotiate recycling contracts until they know what the city's next best options are.

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