

## BOOK REVIEW

### ***The Personal MBA: Master the Art of Business***

**Josh Kaufman**

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After Henry Mintzberg's book titled as Managers NOT MBAs, the criticism of MBA as business education is constantly growing. This book seems another nail in the coffin of MBA. It simplifies the business education by providing excellent, outstanding and comprehensive synthesis of important concepts one needs to know for managing business. Although it doesn't provide detailed information about particular topics which are taught in traditional MBA programme, however author does offer a comprehensive list of best selling books on important topics through his website [www.personalmba.com](http://www.personalmba.com) where 99 business books are recommended in the 27 key areas of business and management.

Considering the debatable limitations and obvious investment (time, effort and money) of a typical MBA programme, this book can be recommended as fast, economic and do-it-yourself way of gaining business knowledge and skills, provided one is not looking for an MBA degree which is considered a passport to enter in corporate sector and motivated enough for business (self) education only. The book can be criticized for overtly simplifying major business concepts; not

providing detail information resulting in misinterpretation or misunderstanding by novice readers; and excluding many important concepts such as 4Ps framework in marketing. It can be argued that if one is smart enough to enter in premier business-school, he is smart enough to self educate with proper guidance. The author's claim "you need not to know it all" justifies the direction and the very existence of the book.

The language is lucid, crisp and interesting. It avoids management jargons and complex terms of business and management. The layout out of the book is quite unique. There are 12 chapters and each chapter contains 5-6 paragraphs giving overview of important business concepts. Subject matter is divided into well connected paragraphs with insightful relevant quotes from famous personalities which make the book quite interesting at the same time insightful. I would recommend this book to all who are interested in business education irrespective of whether pursuing MBA or not.

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