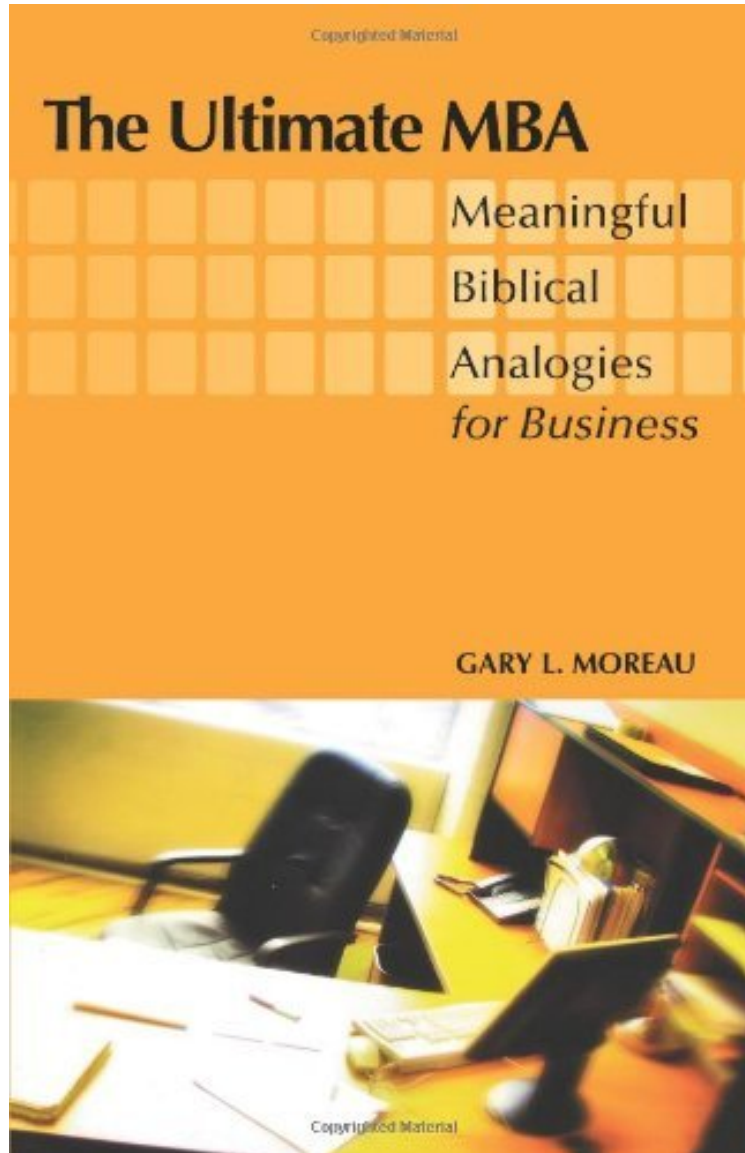


The Ultimate MBA: Meaningful Biblical Analogies for Business

Gary L. Moreau

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Gary L. Moreau : The Ultimate MBA: Meaningful Biblical Analogies for Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Ultimate MBA: Meaningful Biblical Analogies for Business:

0 of 0 people found the following review helpful. Every CEO should read thisBy Michael CombsWe have over-complicated business, I believe, because too many of us in business have not found fulfillment in our personal lives. - Gary L. MoreauThis is the main point of this great short read by former CEO Gary L. Moreau. He points out in 12 chapters what I have been trying to put into words about business for years. We focus on market share, performance

reports, and training initiatives that largely have no affect. Gary breaks business down to the basics. Business is just another part of life, and ultimately if you focus on providing a product that people want you will succeed. Its deeper than that though, so many times we focus on our competitors. What they are doing, what they are selling, ect. In the meantime we become stagnant and we lose the unique talents and benefits of our own companies. This book keeps getting better and better every time we I jump through it. Here are some more quotes: A business that relies on willing the customer into submission will ultimately fail. | Success, we've come to believe, is all about planning and control: Define the results you want to achieve and hold everyone's feet to the fire. Methodology becomes subordinate to process. Ethics get lost in the shadow of the bottom line | Frankly, I don't think God cares about business one way or the other. God cares only about the people who conduct it and about what they do with the success they realize. 0 of 0 people found the following review helpful. Comments on The Ultimate MBA By Stark O. Sanders Jr. The Ultimate MBA is clearly a timely book for the times. With corporate scandal and wide-spread greed abounding, this book brings some very sage advice laced with ethical/moral guidance. It is thought provoking and runs the gambit from the author's youthful experiences as a field laborer to top corporate executive as his remarkable career progressed. There is plenty to learn from the book: it should be required reading for all business degree candidates. As the author states, "[t]here need to be major reforms in how we run America's corporations and in the purposed they serve." The country needs to get on with it. And, this book is a very good start in leading the way to changes in the business minset. 0 of 0 people found the following review helpful. Highly recommended By Midwest Book Review The Ultimate MBA: Meaningful Biblical Analogies For Business is a Christian guidebook to bringing integrity worthy of faithful believers and harmonizing it with the business need to turn a profit. Chapters address the importance of doing the right thing, leadership for the common good, applying one's experience, taking chances when needed, staying focused, and much more. The Ultimate MBA draws upon the wisdom of the Bible to illustrate the power of positive, compassionate, and upstanding policies, and describes in plain terms the importance of building lasting institutions upon values. Highly recommended for anyone seeking to balance seemingly opposing business and conscience goals.

With biblical passages as starting points, The Ultimate MBA demonstrates: How to bring integrity back to the executive suite How to improve corporate performance How to find greater personal fulfillment in one's career. The author writes, "Success in business and life is all about doing the right thing. And that's been defined by God." The Ultimate MBA is more than a how-to book: it provides a biblical rationale for making the right choices in business operation.

From the Publisher A biblical rationale for making the right business choices. --Draws on the author's wealth of business leadership experience. --Well-written, clearly explicated biblical lessons using passages that will be familiar to Christians and non-Christians alike. --Practical, hands on advice drawn from analogies. About the Author Gary Moreau is the founder of Corporate Christians, an organization devoted to ethical and considerate behavior in the workplace. He has held the positions of president or CEO of companies such as Lionel Trains, Oneida Ltd., and Pratt's Hollow Advisors, a business strategy and executive development consulting firm.