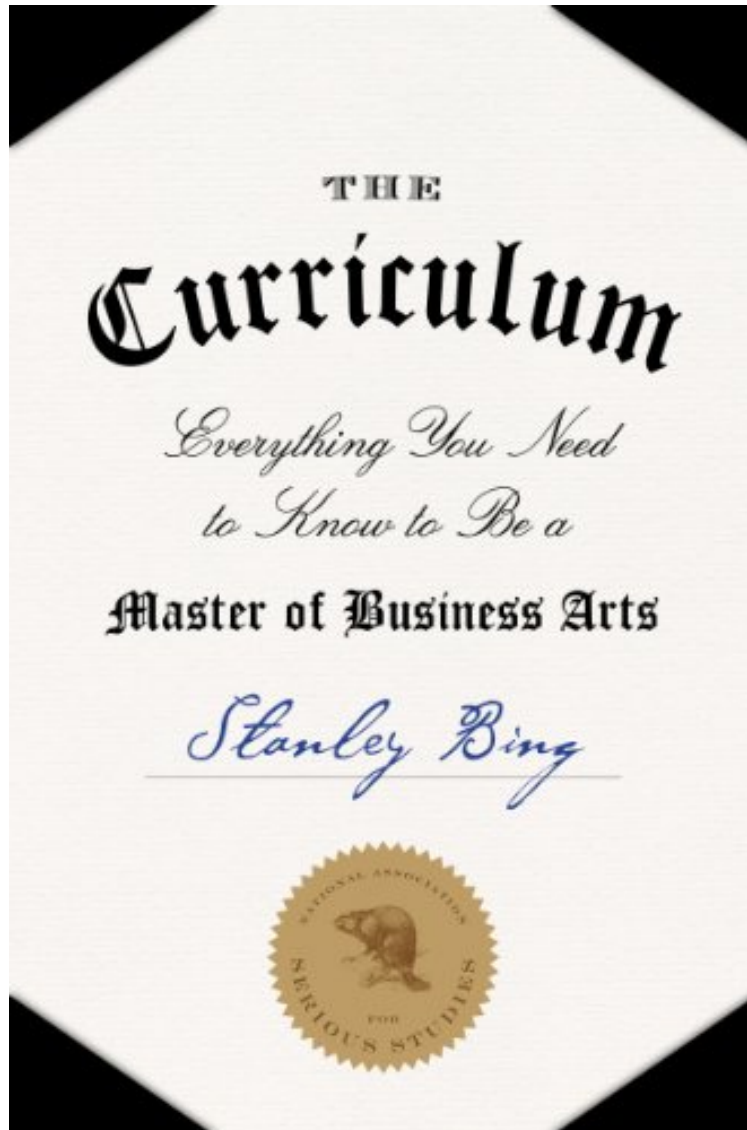


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The Curriculum: Everything You Need to Know to Be a Master of Business Arts

Stanley Bing

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companies, operating half a world away, in my country. Moreover, its sleek writing style and the tongue-in-cheek humor makes it a pleasant reading, let alone that it provides information to younger people about issues they may neglect at their career beginning, at a cost they have to pay later. Surely a must-read and surely worth its money. 0 of 0 people found the following review helpful. Love it, Hate it, Who Cares! By Lynette M. Elizalde-Robinson, BS, LM, CPM, CCEdSo, I loved the book! I first purchased it on Audible.com, but then had to re-read it on the Kindle version to highlight some practical wisdom. Funny, witty, sarcastic but ohhhhh sooooo true! Of course everything is subjective as it is experienced by the reader; meant solely for the purpose of the reader's interpretation, so don't be insulted where others would nod in agreement. As with everything these days, point of view and opinion are relevant only to whom it applies! Therefore, I loved it! (But that's just my opinion!) 2 of 2 people found the following review helpful. Much information, but trouble By Jane Freuler No doubt Stanley Bing is extremely knowledgeable, but with all the unnecessary four letter words, the sarcastic disrespect for the business, and the ways to deceive others into thinking you know more than you do, I didn't want to give it as a gift to my grandson, who plans to major in business.

From the mind of the ultimate corporate gunslinger comes this no-nonsense, real-world Curriculum, designed to augment—if not replace—the more traditional path to achieving mastery of the business universe. Conquer this sharp, practical and often amusing course of study and save \$250,000 of wasted business school tuition. Unlike those august, Ivy-encrusted factories that churn out masterful business administrators, The Curriculum will teach you the art of business, employing a smart, tactical battle plan that will prove infinitely more awesome as you make your way in the world. We begin, in the Core Curriculum, with the acquisition and maintenance of Power. Included are such essentials as Not Appearing Stupid (an early career requirement), Fabricating A Sustainable Business Personality, and the arts of Management and Selling. The Advanced Curriculum hones the skills that are required to seize Success by the throat and shake it until valuable prizes fall out of its pockets, including fundamentals on Strategic Thinking, Self-Branding, mastering Electronic Communications, and dealing with Crazy People. Tutorials and Electives, which students may pursue as their interest or discretion advises, include lessons on Giving an Effective Presentation, Business Drinking, and the Care and Feeding of Ultra-Senior Officers. Lavishly enhanced with numerous charts, graphs, and other illuminating business illustrations, and backed up by years of study from Mr. Bing's proprietary research organization (The National Association of Serious Studies), The Curriculum will occupy a place of pride on any bookshelf dedicated to the study of business, how it works, and how it can be used against those who don't know how it works.

From the Back Cover The Only Business School You'll Ever Need From the mind of bestselling author Stanley Bing, the ultimate corporate mentor, comes The Curriculum: Everything You Need to Know to Be a Master of Business Arts, a no-nonsense, real-world strategy for success. Sharp, practical, and amusing when it needs to be, and lavishly enhanced with charts, graphs, and other illuminating illustrations, The Curriculum is certain to occupy a place of pride on any shelf dedicated to books that explain how business works, and how that knowledge can be used to achieve power, happiness, and indefensible amounts of money. Included are key chapters on not appearing stupid (mandatory for entry-level students); fabricating a sustainable business personality; management, group dynamics, and the art of selling; self-branding and self-marketing; mastering electronic communications; and dealing with bosses and other crazy people. After contributing thousands of columns to Fortune, Esquire, and the Wall Street Journal, and writing nearly a dozen books on corporate strategy, Stanley Bing is at the top of his game, dispensing a lifetime's worth of hard-won wisdom to the next generation of masters. Enroll in The Curriculum, and his secrets will be yours—along with an attractive diploma, suitable for framing. About the Author Stanley Bing has written a column for Fortune magazine for more than ten years and is the bestselling author of Crazy Bosses, What Would Machiavelli Do?, Throwing the Elephant, Sun Tzu Was a Sissy, 100 Bullshit Jobs... And How to Get Them, and The Big Bing, as well as the novels Lloyd: What Happened and You Look Nice Today.