

## Joel Kurtzman : Author of "MBA in a Box"

DATE: Wednesday, July 14, 2004

LOCATION: Merchandise Mart Conference Center

ADMISSION: FREE: Must RSVP to [Lindsey@bigfrontier.org](mailto:Lindsey@bigfrontier.org)

### ENTERTAINMENT:

Management, strategy, innovation, what exactly do you receive for that \$100,000 + MBA? Take a peek between the sheepskin sheets of some of the country's leading business schools.

MBA In A Box is a vital resource for anyone who wants to gain a competitive edge in today's difficult business landscape. An all-purpose guide to everything you need to know about business, it was developed by those who practice making the big ideas not only accessible but actionable. Designed to be used hard and frequently, the book is organized to reflect the way normal people do and think about business.

For both those with an MBA who need a refresher and for those who don't have an advance degree but want to gain a greater understanding of how business really works, MBA in a Box will provide key insight into what's happening on the cutting edge of business from those who live it--because in today's knowledge economy, you can't compete on yesterday's ideas.

If you're pitching an idea, looking for a position, rustling up new troops, digging for a deal or just plain like to talk - you belong at BIGfrontier: the biggest technology networking event in the Midwest. Looking for insights on what is happening in emerging business, biotechnology, wireless, venture capital, law, marketing and finance? Our FREE panels offer more information than you'll find at events that charge at the door - and you'll have a heck of a lot more fun to boot!

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