

The 150-Minute MBA:  
Comprehensive Strategies,  
Finance, and Growth for Today's  
Leaders

**The Mini-MBA Series, Volume 3**

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STRATEGIES, FINANCE, AND GROWTH FOR  
TODAY'S LEADERS

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*The Mini-MBA Series*

**The 150-Minute MBA**

*Comprehensive Strategies, Finance, and Growth for  
Today's Leaders*

*Book 3 in the series*

# Preface

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When I wrote *The 5-Minute MBA: Lean Lessons for Smarter Business Decisions*, my goal was simple: to distill the essence of an MBA into quick, practical lessons that busy professionals could apply immediately. The response from readers confirmed something I had long believed: there is tremendous appetite for **lean, accessible business knowledge** that cuts through academic complexity.

But many readers asked for more. They wanted to go beyond the quick lessons and dive deeper into frameworks, case studies, and actionable tools that could reshape the way they think and act in their organizations. That is why I wrote this book: *The 50-Minute MBA*.

This volume is the second in the **Mini-MBA Series**. While the first book was a **snack-sized introduction**, this one is a **full meal** — ten times richer in detail, depth, and practical examples. It expands every lesson into a framework-driven exploration, complete with case studies and exercises. Think of it as moving from a fast lecture to a guided classroom discussion.

As for me, I bring both **academic and practical experience** to this project. I am a professor of industrial and systems engineering at the American University in Cairo, an executive advisor, and the author of over 100 publications. My work

has always combined **rigorous research** with **real-world application** — a balance I bring to this series.

My hope is that *The 150-Minute MBA* will not only sharpen your decision-making, but also help you design organizations that are more resilient, innovative, and sustainable.

— Mohammed Hamed Ahmed Soliman

— Dr. Mohammed Hamed Ahmed Soliman

Professor of Industrial & Systems Engineering,

Author of *The 5-Minute MBA*, *The 50-Minute MBA*, and 130+ works (including books and scholar peer-reviewed articles) on Lean, Toyota Systems, and Leadership.

# Introduction: Why This Book Matters

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The world of business is changing faster than ever. Traditional MBAs still hold value, but not everyone has the time, money, or need to enroll in a two-year program. What many professionals want is **clarity, not complexity; action, not abstraction.**

This book is designed for:

- Managers who want sharper strategic and financial thinking.
- Entrepreneurs who need MBA tools without the jargon.
- Professionals who want to accelerate their learning curve.

Each of the **40 lessons** in this book expands a core MBA topic into a compact yet deep dive. Instead of surface-level definitions, you'll find:

- **Frameworks** — structured models you can use immediately.
- **Case Studies** — real-world examples to see theory in practice.
- **Action Steps** — clear, practical applications for your work.

- **Reflection Exercises** — questions to turn insight into habit.

The book is divided into four parts:

1. **Leadership** (Lessons 1–10)
2. **Strategy** (Lessons 11–20)
3. **Finance** (Lessons 21–30)
4. **Growth & Marketing** (Lessons 31–40)

Taken together, these lessons form a **lean but powerful MBA toolkit**. You won't find unnecessary complexity here. Every page is designed to be **read, applied, and remembered**.