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Glo-Bus: Building A Killer Strategy

Myra Roldan

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Glo-Bus: Building A Killer Strategy Myra Roldan
Every semester hundreds of students play Glo-bus, a business strategy game, as part of their college coursework. I was once one of those students. I was working on my MBA, when I had to take a business strategy class which evolved around Glo-Bus. During the time I took the class, I decided I would blog about my teams progress. It’s been a few years since I’ve played the Game but my blog continues to receive heavy traffic on this topic. So I decided to compile all of my personal class notes, insights and blog posts to give students what they are looking for when they reach my blog. Instead of getting five posts on my experience, you get it all in a nice little book called “GLO-BUS: Building a Killer Strategy”. This book is a useful reference for student playing or about to begin playing Glo-Bus. It will help students gain a quick understanding of the game and how it works allowing them to develop a killer strategy.

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