



Principles of Management

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Monografía

Principles of Management is designed to meet the scope and sequence requirements of the introductory course on management. This is a traditional approach to management using the leading, planning, organizing, and controlling approach. Management is a broad business discipline, and the Principles of Management course covers many management areas such as human resource management and strategic management, as well behavioral areas such as motivation. No one individual can be an expert in all areas of management, so an additional benefit of this text is that specialists in a variety of areas have authored individual chapters

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Título: Principles of Management

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Descripción física: 1 online resource

Contenido: 1. Managing and Performing -- 2. Managerial Decision-Making -- 3. The History of Management -- 4. External and Internal Organizational Environments and Corporate Culture -- 5. Ethics, Corporate Responsibility, and Sustainability -- 6. International Management -- 7. Entrepreneurship -- 8. Strategic Analysis: Understanding a Firm's Competitive Environment -- 9. The Strategic Management Process: Achieving and Sustaining Competitive Advantage -- 10. Organizational Structure and Change -- 11. Human Resource Management -- 12. Diversity in Organizations -- 13. Leadership -- 14. Work Motivation for Performance -- 15. Managing Teams -- 16. Managerial Communication -- 17. Organizational Planning and Controlling -- 18. Management of Technology and Innovation

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Lengua: In English

Materia: Management- Textbooks Business- Textbooks

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