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Fundamentals of Management: Essential Concepts and Applications (Paperback) Published June 1st 1997 by Prentice Hall. Paperback, 511 pages. Author (s): Stephen P. Robbins, David A. DeCenzo. ISBN: 0135786002 (ISBN13: 9780135786000) Edition language:

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program designed to work with this text to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts.

Whether the topic is understanding e-business, six sigma, workplace violence, knowledge workers, Internet job searches, or visionary leadership, Stephen Robbins and David DeCenzo cover it thoroughly and in a way that truly captures the issues facing managers in the twenty-first century. Its not enough just to know about management you have to possess the skills to match! With Robbins and DeCenzos new edition, youll learn so much about the real world of management, including: *Why Amazon.com is revolutionizing the book-selling industry *How SiloCaf, a coffee bean processing plant, uses sophisticated technologically-based controls to enhance productivity and ensure consistent quality in its work *Why companies like London Fog are struggling to survive *How teams at Hewlett-Packard redesigned a production process, cut waste, controlled costs, and increased productivity *New techniques that can make a university more efficient and responsive to its students

An introduction to management, this text includes concepts and practices, and discusses companies large and small. Whether the topic is understanding e-business, six sigma, workplace violence, knowledge workers, Internet job searches, or visionary leadership, the text covers it thoroughly and in a way that aims to capture the issues facing managers in the 21st century.

Robbins/DeCenzo is a brief, paperback text that gives students more depth and breadth with practical tools to practice their management skills than any other textbook. The eighth edition provides a self-contained section on developing management skills and includes new exercises, modules, and boxes.

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Appropriate for one-semester introductory courses in Principles of Management, Management and Organizational Behaviour, and Introduction to Administration/ Management, or as the core text in a two-semester course where other materials are used. The second edition of this popular streamlined management text continues to allow full coverage in a single term. This brief text provides a sound foundation for understanding key management issues, maintains a functional focus, and incorporates the latest research studies in the field. It prepares students for management roles of the future, with emphasis on organizational behaviour and culture, entrepreneurship and small business, quality management, and globalization.

Using a three-pronged approach of concepts, applications, and skill development, MANAGEMENT FUNDAMENTALS, International Edition gives your students a solid foundation of management concepts and real skills they can use in the workplace. Through a variety of thought-provoking applications, Lussier challenges students to think critically and apply concepts to their own experiences. Proven skill-building exercises, behavioral models, self-assessments, and group exercises throughout the text help students realize their own managerial potential. The 14-chapter format is comprehensive enough for the one-term course yet flexible enough to allow for additional readings, activities, or discussions.

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