

# Management



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Blending scholarship and imaginative writing, ASU business professor Kinicki (of "Kreitner/Kinicki Organizational Behavior 5e") and writer Williams (of Williams/Sawyer "Using Information Technology 5e") have created a highly readable introductory management text in an exciting student-friendly layout certain to be well received by today's visually oriented students. The authors have structured Management as a series of two-page spreads (i.e., left and right facing pages) of 2 - 6 pages per section, to optimize learning by presenting information in easily mastered "bite-size" chunks. Although the text is organized in a unique manner, the coverage of basic management concepts and principles is still prevalent. And besides presenting fundamental concepts of management, the book emphasizes practical advice throughout, expressed in the features "The Manager's Toolbox," "Practical Action" boxes, real-life "Example" boxes, "Management in Action" and "Ethical Dilemma" cases, and the Web-based "Taking Something Practical Away from this Chapter."

作者介绍:

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