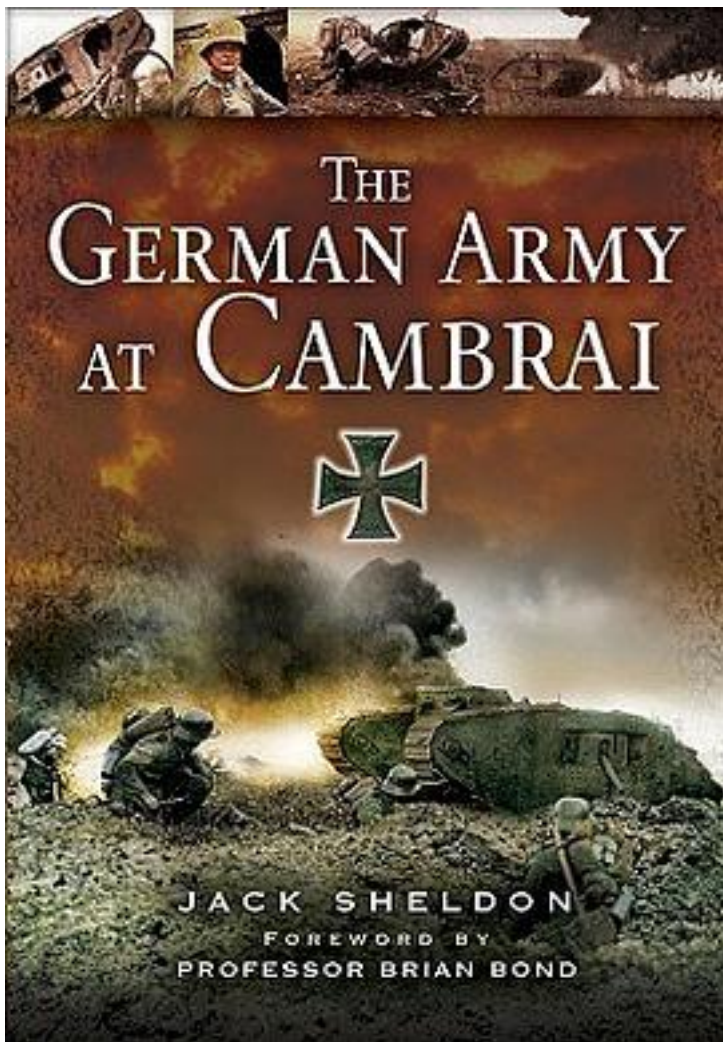


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Formal management training teaches us about tools, techniques and models, but relegates skills, ingenuity and wisdom to the background. Sanjay Tiwari's framework equips managers to combine the 'intuitive' with the 'structured' and helps them acquire the needed skills rather than just getting bogged down by knowledge acquisition. He makes management an individual art, a world of insights and intuition. Redefining the learning of management to take the subject out of the purely academic into the real world, The (Un)Common Sense of Management looks at the building of managerial skills as an individual pursuit rather than as an educational or organizational one. With its qualitative focus, the book simplifies concepts, situations and issues relating to the key principles of management and makes the manager more effective and successful.

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