

Management



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MANAGEMENT: MEETING AND EXCEEDING CUSTOMER EXPECTATIONS, Ninth Edition is a comprehensive survey of the principles and practices of management as they are being applied around the world. The content and features are structured to reinforce two continuing themes that are woven into the chapters' narratives: 1) the never-ending effort by managers and organizations to meet or exceed customer needs, and 2) the need of organizations and their people to be guided by effective leadership.

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