

Understanding Management



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Prepare students for management success with this engaging survey of modern management practice. UNDERSTANDING MANAGEMENT, 7E seamlessly integrates classic management principles with today's latest management ideas to create a responsive market leading text that captivates today's readers. Acclaimed authors

Richard Daft and Dorothy Marcic cover management and entrepreneurial issues within small- to mid-size companies where most students will begin their careers, as well as within larger global enterprises. Many examples focus on the constantly-evolving entertainment industry. Students gain valuable insights into real contemporary business as they examine today's best management practices. This edition helps students establish and build upon practical skills with engaging examples and numerous skill-building and application exercises in every chapter. Using a streamlined format, this edition takes a close look at how change demands innovation and how innovation requires forward-thinking, flexible leaders and organizations. With the book's complete ancillary package, UNDERSTANDING MANAGEMENT, 7E provides everything needed to prepare future managers to seize business opportunities and lead change.

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