

MGMT 2009 Edition



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MGMT, a unique book for your principles of management course, began with YOU. We asked you, the students, through conversations, focus groups, surveys, and interviews, how you learn best. Based on your answers and input from faculty, we took your solutions--brief chapters, MP3 files, even quizzing--and built it into the most innovative

approach to teaching and learning principles of management today. This student-tested, faculty-approved streamlined text and suite of multimedia learning aids is designed to accommodate the busy and diverse lifestyles of today's learners. With MGMT, you'll find everything you need to prepare efficiently and succeed in your principles of management course.

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