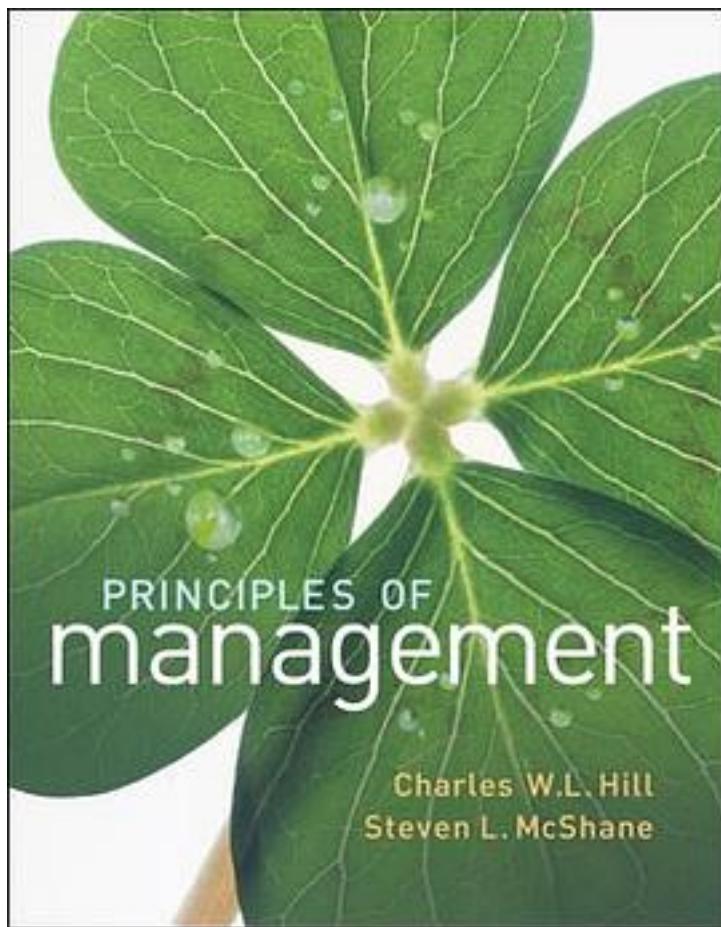


Principles of Management



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出版者:

出版时间:2009-3

装帧:

isbn:9780324789171

PRINCIPLES OF MANAGEMENT, 11E, INTERNATIONAL EDITION takes a practical, student-oriented approach toward teaching management with an emphasis on current topics, including issues of diversity, ethics, and technology. The student-friendly content features references to pop culture and cites current

publications of interest to students. In addition to providing the management framework and introducing students to contemporary management topics, the text provides experiential activities to get students thinking and acting like real-life managers. Test Preppers at the end of each chapter provide students with immediate reinforcement and assessment of their understanding of key chapter concepts. A robust network of supplements helps students to understand the hands-on, real-world application of chapter concepts.

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