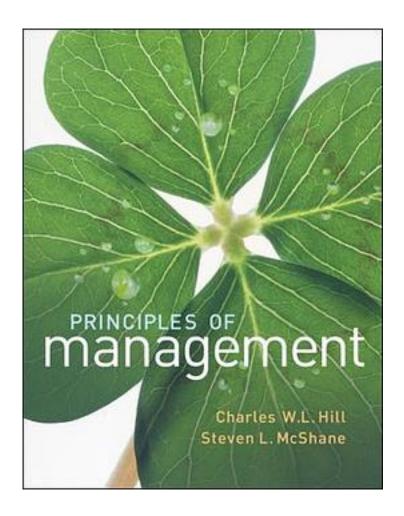
Principles of Management



Principles of Management_下载链接1_

著者:Dyck, Bruno; Neubert, Mitchell

出版者:

出版时间:2009-1

装帧:

isbn:9780324789188

Discover a management text unlike any other available today! Dyck/Neubert's PRINCIPLES OF MANAGEMENT, 1E, INTERNATIONAL EDITION blends the strengths of two management perspectives to present the best of mainstream management fundamentals with a multistream perspective that focuses on issues today's millennial

generation will face in their future careers. The authors' solid mainstream approach in each chapter addresses the traditional four main functions of management before closely examining progressive topics that other books only mention, such as social justice and concern for the natural environment. The authors build upon the multistream understanding that effective management balances a broad set of criteria, ranging from community enhancement and ecological sustainability to meaningful work and financial viability. Throughout the book, captivating stories from actual managers and leading organizations demonstrate managers making a difference. With a practical, hands-on focus, the book equips readers with the knowledge and theoretical tools to further their own decision-making abilities. Dyck/Neubert's unique blend of traditional management strengths and the best of multistream management theories and practices promises to educate, inspire, and empower readers now and throughout their management futures.

throughout their management futures.
作者介绍:
目录:
Principles of Management_下载链接1_
标签
评论
 Principles of Management_下载链接1_
书评
Principles of Management_下载链接1_