

Modern Management Samuel C Certo

This work provides a current approach to teaching the basic skills of business management. Presenting both time-honoured issues and contemporary concerns, the text addresses the means for handling both to ensure individual success. It covers traditional management challenges as well as contemporary issues related to people, diversity, quality, ethics, and the global environment.

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Core concepts, cutting-edge skill training. Modern Management is a traditionally organized principles of management text that integrates core concepts with cutting-edge skill training—all while keeping the focus on application.

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An introduction to management skills combined with today's technology.

Brief Table of Contents Part 1 Introduction to Modern Management Chapter 1. Management Skills: The Key to Organizational Success Chapter 2. Managing: History and Current Thinking Part 2 Modern Management Challenges Chapter 3. Corporate Social Responsibility and Business Ethics Chapter 4. Management and Diversity Chapter 5. Managing in the Global Arena Chapter 6. Management and Entrepreneurship Part 3 Planning Chapter 7. Principles of Planning Chapter 8. Making Decision Chapter 9. Strategic Planning Chapter 10. Plans and Planning Tools Part 4 Organizing Chapter 11. Fundamentals of Organizing Chapter 12. Responsibility, Authority, and Delegation Chapter 13. Managing Human Resources Chapter 14. Organizational Change: Stress and Conflict Part 5 Influencing Chapter 15. Fundamentals of Influencing and Communication Chapter 16. Leadership Chapter 17. Motivation Chapter 18. Groups and Teams Chapter 19. Corporate Culture Chapter 20. Creativity and Innovation Part 6 Controlling Chapter 21. Controlling, Information, and Technology Chapter 22. Production Management and Control.

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