



A Foundation in the Principles of Management (First Edition)

By Daniel Kipley, Ronald Jewe, Roxanne Helm-Stevens

Cognella Academic Publishing, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****. A Foundation in the Principles of Management gives readers a firm understanding of important principles of business management. These principles serve as building blocks for future business courses in the major. The initial chapters introduce the history of management and familiarize readers with different management roles and functions. Students then learn about ethics, an increasingly important focus in today's business education. The book addresses planning and decision-making, and how to effectively handle change, innovation, and conflict. Readers also explore management in distinct scenarios and environments including managing communication, work teams, human resources, and service and manufacturing operations. Specific topics include interview formats, the history of management, the four functions of management, organizational structure and design, and strategic planning. Each chapter features clearly defined objectives to focus and enhance learning, a summary to support retention and review, and discussion questions that can be used to facilitate classroom interaction or to serve as outside assignments. Informative, interesting, and accessible A Foundation in the Principles of Management is designed for introductory courses in management and business. Daniel...



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