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Understanding Management (Available Titles CengageNOW)

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Summary: Part I: INTRODUCTION TO MANAGEMENT. 1. The Changing Paradigm of Management & Foundations of Learning Organizations. Part II: THE ENVIRONMENT OF MANAGEMENT. 2. The Environment and Corporate Culture. 3. Managing in a Global Environment. 4. Managerial Ethics and Corporate Social Responsibility. Part III: PLANNING. 5. Organizational Goal Setting and Planning. 6. Managerial Decision Making and Information Technology. Part IV: ORGANIZING. 7. Structure and Fundamentals of Organizing. 8. Innovation and Change. 9. Human Resource Management and Diversity. Part V: LEADING. 10. Foundations of Behavior in Organizations. 11. Leadership in Organizations. 12. Motivation in Organizations. 13. Communicating in Organizations. 14. Teamwork in Organizations. Part VI: CONTROLLING. 15. Productivity through Management and Quality Control Systems. Appendix A: Continuing Cases. Appendix B: Entrepreneurship and Small Business Management. Appendix C: Answers to Managers Workbook Exercises. Glossary. Photo Credits. Name Index. Company Index. Subject Index.



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Reviews

This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Natalie Abbott**

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be playful, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

-- **Rene Olson**