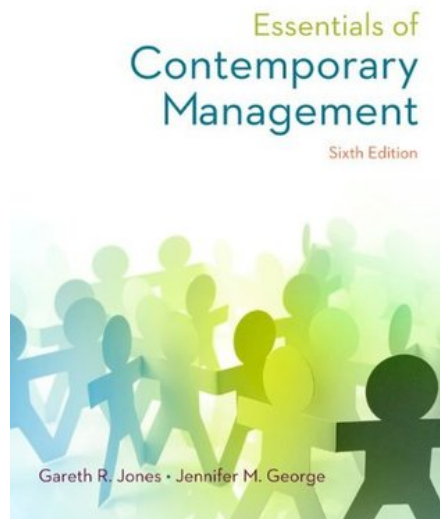




Essentials of Contemporary Management

Gareth R. Jones , Jennifer M. George

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Jones/George, "Essentials of Contemporary Management" is the concise edition of "Contemporary Management." Jones and George are dedicated to the challenge of "Making It Real" for students. The authors present management in a way that keeps it relevant to students even if they lack exposure to a "real-life" management context. This is accomplished thru a diverse set of examples and the most popular feature of the text, ""Manager as a Person"" (Ch. 2). This chapter discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems. This theme is carried thru-out the remaining chapters. Discussions take place regarding the importance of "Management Competencies"--the specific set of skills, abilities, and experiences that gives one manager the ability to perform at a higher level than another in a specific context. The themes of diversity, ethics, globalization, and information technology are integrated throughout.

Essentials of Contemporary Management Details

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From Reader Review Essentials of Contemporary Management for online ebook

Cyndi says

Explanation were thorough in management analysis of corporations with tons of real life examples spotlighting individuals and corporations. The book did repeat certain material and could have made a few better links between concepts in chapters but for a textbook it was overall interesting and informative. The questions at the end of each section helped to put the information into use and create critical thinking skills to apply the material. The chapters did not seem to be in the correct order to build upon one another but all the information could be found in the book.

Jimmy Loc says

i want to read it

Stéphane Lalonde says

Livre à lire pour l'université.

CJ says

college

Cassie Kabrick says

The management snapshots at the beginning of each chapter are pretty interesting but again, typical textbook.

Julie Stevenson says

The book was great! It gave excellent examples of real-time corporations and really brought home the lesson to the student. I achieved my Organizational Management certification!!
