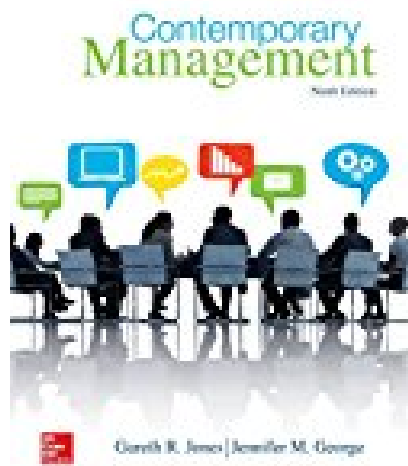


Contemporary Management Irwin Management



BOOK DETAILS

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- Publisher : McGraw-Hill Education
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BOOK SYNOPSIS

Contemporary Management by Jones and George distinguishes itself through its authorship, comprehensive, current contents, rich and relevant examples and applications and experiential exercises provided in every single chapter. The cutting-edge 5th Edition continues to redefine what principles of management texts should look, sound, and feel like. As an author team Gareth Jones and Jennifer George are uniquely qualified to write about both the strategic and organizational challenges managers face. Contemporary Management is a comprehensive text that surveys the theoretical underpinnings of modern management thought and research. Through a variety of examples from small, medium, and large companies it shows the reader how those ideas are used by practicing managers. A hallmark of this text is its focus on the "Manager as a Person," which discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems.

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