

Strategic Management Concepts And Cases 14th Edition

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International Edition Strategic Management Management J S Chandan Leon

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simple clear unambiguous well structured well grounded and authoritative
this book covers the tools techniques and strategies used by effective
managers

provides an understanding of all aspects of how organisations are managed
and an application of the most recent developments in management theory
and practice the underlying theme is the management of change which is
the basic function of managers in the modern economy particular issues
discussed include business ethics organisational culture and environmental
issues

this text adopts a pragmatic approach to management striking a balance
between theory and practice it offers a real world view of each management
function planning organizing influencing and controlling from the standpoint
of how each function fits into the overall management process

includes bibliography subject name index

this is a comprehensive resource for business professionals and business
students

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fundamental management concepts issues and practices the book relates
basic management organisational and leadership theories to the
achievement of organisational excellence and enables students to
appreciate the complex relationships between an organisation and its
stakeholders and the larger environment of economics market forces
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