

Fundamentals Of Management 8th Edition

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the book presents a functional approach to management planning leading organizing and controlling and integrates real world examples throughout the text it has new or enhanced coverage of the service sector ethics global management and it this book explains the conceptual framework underlying key managerial activities and offers relevant examples each chapter includes an opening incident that features companies such as nike pfizer jetblue and starbucks i an introduction to managementii the environmental context of managementiii planning and decision makingiv the organizing processv the leading processvi the controlling processvii indian supplement

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