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understanding the key issues facing managers and organizations the 11th edition maintains a focus on learning and applying management theories while now also highlighting opportunities to develop the skills in high demand by today's employers. Fundamentals of management offers an easy to understand straightforward and realistic approach to what works for managers and what doesn't with the ultimate goal to help students be successful in their careers. MyLab Marketing is not included. Students if MyLab Marketing is a recommended mandatory component of the course please ask your instructor for the correct ISBN. MyLab Marketing should only be purchased when required by an instructor. Instructors contact your Pearson representative for more information. Reach every student by pairing this text with MyLab Marketing. MyLab™ is the teaching and learning platform that empowers you to reach every student by combining trusted author content with digital tools and a flexible platform. MyLab personalizes the learning experience and improves results for each student.

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Essentials of Management is written for newcomers to the field of management and for experienced managers seeking updated information and a review of the fundamentals. It is also written for the many professionals and technical people who work closely with managers and who take their turn at performing some management work. An example would be the member of a cross functional team who is expected to have the perspective of a general manager based on extensive research about curriculum needs. The design of Essentials of Management addresses itself to the needs of introductory management courses and supervision courses offered in educational settings. Previous editions of the text were used in the study of management in colleges and universities as well as in career schools in such diverse programs as hospitality and tourism management and nursing. The book can also be used as a basic resource for management courses that rely heavily on lecture notes, PowerPoint presentations and videos rather than an encyclopedia like text.

For undergraduate Principles of Marketing courses everything students need to know to develop their management sense and be successful. Fundamentals of Management covers the essential concepts of management by providing a solid foundation for understanding the key issues facing managers and organizations. The 11th edition maintains a focus on learning and applying management theories while now also highlighting opportunities to develop the skills in high demand by today's employers. Fundamentals of Management offers an easy to

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completely updated and revised this eleventh edition arms managers with the business tools they'll need to succeed the text presents managerial concepts and theory related to the fundamentals of planning leading organising and controlling with a strong emphasis on application it offers new information on the changing nature of communication through technology focus is also placed on ethics to reflect the importance of this topic especially with the current economic situation this includes all new ethics boxes throughout the chapters an updated discussion on the numerous legal law changes over the last few years is included as well managers will be able to think critically and make sound decisions using this text because the concepts are backed by many applications exercises and cases

management in business and organizations is the function that coordinates the efforts of people to accomplish goals and objectives using available resources efficiently and effectively management comprises planning organizing staffing leading or directing and controlling an organization to accomplish the goal management involves identifying the mission objective procedures rules and the manipulation of the human capital of an enterprise to contribute to the success of the enterprise this implies effective communication an enterprise environment as opposed to a physical or mechanical mechanism implies human motivation and implies some sort of successful progress or system outcome table of contents management basics 81 management basics calm seas case 92 the manager's job 122 1 management functions 122 2 management roles 132 3 management skills 142 4 not for profit note 152 5 questions for the manager's job 173 planning calm seas case 184 planning in the organization 204 1 competitive advantage 204 2 strategic planning process 214 3 swot analysis 22 stakeholders 224 5 factors inside the organization 234 6 factors outside the organization 244 7 grand strategy 254 8 mission statements 264 9 action implementation plan 284 10 not for profit note 294 11 strategic planning diagram 304 12 questions for organizational planning section 315 organizing calm seas case 326 organizing the organization 336 1 structure follows strategy 336 2 bureaucracy 346 3 authority staff and line 346 4 bureaucratic structures 376 5 rules of a bureaucracy 416 6 disadvantages of a bureaucracy 426 7 changing the bureaucratic structure 43 the rise of the group structure 456 9 not for profit note 466 10 checklist for team or group effectiveness 476 11 questions for organizing section 477 leading calm seas case 498 leading in the organization 518 1 leader vs manager 518 2 leadership theories 518 3 knowing what kind of manager leader to be 538 4 motivation theories and concepts 538 5 content theories of motivation 558 6 process theories of motivation 558 7 maslow 568 8 expectancy theory of motivation explained in simple terms 578 9 equity theory explained in simple terms 578 10 what do employees want 588 11 motivation summary 598 12 not for profit note 60 executive education 170x115 b2 indd 1 18 08 11 15

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