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## PRINCIPLE OF MANAGEMENT



2009. Hardcover. Book Condition: New. 330 This book takes an operational approach to the management process, focusing actively on planning, organizing, controlling and leading. The easy writing style and organization of the book have made it very student-friendly. It emphasizes the issues that managers face, with focus on the service sector, global management, and information technology. The streamlined text covers the principle concepts of management to provide students with a solid foundation for understanding key issues. Organized around the traditional...

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