

# Essentials Of Contemporary Management 4th

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this reader friendly book attempts to comprehend all the scattered and diverse understandings of contemporary management thought in a systematic and structured manner into a nutshell it will enable the reader to take a leap jump to the current frontiers of the turbulent and dynamic business world today the first chapter comprises an in depth analysis of the four parameters that govern modern business uncertainty ambiguity paradox and chaos despite the fact that business executives fear and resent to deal with such realities exponential financial gains can be made within very short periods by exploring the enormous business potential and emerging opportunities associated with them the second chapter deals with the significance of knowledge in modern management with numerous value

additions supplemented by examples the third chapter on paradigms a buzzword in modern management encapsulates all the existing concepts with a new philosophical interpretation also it highlights the missed opportunities owing to paradigm shifts and paradigm blindness and the need to redefine the corporate mission from an end use perspective rather than from the conventional end user perspective the fourth chapter identifies a global process error and summarizes the entire industrial revolution from a strategy evolution and transformation perspective

in this ninth edition of essentials of contemporary management we continue to focus on providing the most up to date account of the changes taking place in the world of management and management practices while maintaining our emphasis on making our text relevant and interesting to students and we know from feedback from instructors and students that the text does engage them our increased focus on the challenges and opportunities facing businesses large and small and integrated timely examples bring management issues to life for students the number and complexity of strategic organizational and human resource challenges facing managers and employees continue to rise in most companies managers at all levels address these challenges by implementing new and improved management techniques and practices today relatively small differences in performance between companies such as in the speed at which they bring new products or services to market or in the ways they motivate their employees to find ways to reduce costs or improve performance can combine to give a company a significant competitive advantage managers and companies that utilize proven management techniques and practices in their decision making and actions increase their effectiveness over time

jones george essentials of contemporary management is the concise edition of the market bestselling textbook by the same author team jones and george are dedicated to the challenge of making it real for students the authors present management in a way that makes its relevance obvious even to students who might lack exposure to a real life management context this is accomplished thru a diverse set of examples and the unique and most popular feature of the text the manager as a person chapter discusses managers as real people with their own personalities strengths weaknesses opportunities and problems and this theme is carried thru the remaining chapters this text also discusses the importance of management competencies the specific set of skills abilities and experiences that gives one manager the ability to perform at a higher level than another in a specific context the themes of diversity ethics globalization and information technology are integrated throughout

this comprehensive text surveys modern management thought and research through a variety of real world examples from small medium and large companies it follows the mainstream functional approach of planning organizing leading and controlling

the world of managing people and processes continues to change dramatically managers are faced with the conflicting challenges of understanding and motivating an increasingly diverse workforce being open and accountable to a wide variety of stakeholders planning for the

future in an increasingly changing environment and considering the ethical implications of decision making contemporary management offers a fresh and integrative view of the manager in the workplace in line with this changing environment it views the manager as a person working with people and within an organisation and holding values and ethics as such modern issues such as diversity cultural change and global management are given careful attention management is an integrated and sometimes intricate balance of dealing with people within an organisational context for students the prospect of managing others can be particularly daunting contemporary management is written with the student in mind with many current case studies exercises and support materials included in this thoroughly modern text students learn that successful human interaction and communication are the real basis for effective and efficient management in business

jones and george are dedicated to the challenge of making it real for students as a team they are uniquely qualified to write about the organizational challenges facing today s managers no other author team in the management discipline matches their combined research and text writing experience essentials of management concisely surveys current management theories and research through a variety of real world examples from small medium and large companies the reader learns how those ideas are used by practicing managers the organization of this text follows the mainstream functional approach of planning organizing leading and controlling but the content is flexible and encourages instructors to use the organization they are most comfortable with the themes of diversity ethics and information technology are clearly evident through in text examples photographs unboxed stories and the end of chapter material all areas of importance that truly serve to bring to life the workplace realities that today s student will encounter in the course of a career

jones and george s essentials of contemporary management ninth edition provides the most current concise account of changes taking place in the world of management and management practices while making the text relevant and interesting to students it mirrors the changes taking place in today s management practice by incorporating recent developments in management theory and research this text also provides vivid current examples of how managers of companies large and small address the challenges and opportunities they face and how they can effectively meet them a hallmark of this text is how the authors infuse real managers who seize opportunities overcome challenges and effectively manage and lead their organizations in their manager as a person feature allowing students to see real life management in action central to the books approach boxed material is seamlessly integrated into the text and an integral part of the learning experience it is not disembodied from the chapter narrative

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