



Management: An Introduction (Paperback)

By David Boddy

Pearson Education Limited, United Kingdom, 2013. Paperback. Book Condition: New. 6th Revised edition. 264 x 194 mm. Language: English . Brand New Book. Were you looking for the book with access to MyManagementLab? This product is the book alone, and does NOT come with access to MyManagementLab. Buy Management:An Introduction with MyManagementLab access card 6e if you need access to the MyLab as well, and save money on this brilliant resource. This is an accessible and academically rigorous guide to the themes and functions of management. It contains in depth case studies that examine key management issues in a broad range of organisations, from Apple and Virgin to the British Heart Foundation and Management in Practice features full of insights into contemporary management activities. Entrepreneurship, sustainability, governance and internationalization are integrated throughout, giving clear guidance on how students can further their understanding of these key topics. This edition includes innovative employability content designed to aid development of the business skills most valued by today s employers. Exercises throughout the text encourage critical thinking and the application of real-life experience. This text is the ideal to accompany a first course in management, either as an undergraduate or a postgraduate. Please note...



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