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Título: Management: Leading And Collaborating In The Competitive World

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Sinopsis

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Principles of Management is the introductory course taken by most undergraduate business majors, usually in their sophomore or junior year. Almost every text/course is organized around the four functions of management: planning, leading, organizing, and controlling (PLOC). What makes the texts different are their approach to the subject (principles vs. OB focused) and their strengths of coverage (high/strategic vs. low level/applied/skills).

NEW! More results-oriented thru the addition of service - In this ever more competitive environment there are five essential types of performance, on which the organization beats, equals, or loses to the competition which are cost, quality, speed, innovation and new to this edition, service. These five performance dimensions, when done well, deliver value to the customer and competitive advantage to you and your organization. Throughout the text Bateman & Snell reminds students of these five dimensions and their impact on the ¿bottom line¿ with marginal icons. This results-oriented approach is a unique hallmark of this textbook. To support you in driving home the importance of the impact on the ¿bottom line¿, new Bottom Line Quizzes have been added to the OLC materials for each chapter.

NEW! Assurance of Learning Integration ¿ (1) Learning Objectives, which open each chapter, have been rewritten and identify for students what they will learn by reading and studying the chapter. (2) New to this edition the Learning Objectives are reinforced again throughout the chapter where the content for that specific objective actually occurs. (3) The summary for each chapter ties the learning objectives back together as well. (4) New with this edition, our test bank provides tagging for the learning objectives that the question covers, so instructors will be able to test material covering all learning objectives, thus assuring that students have mastered the important topics.

Updated "Unfolding" Case: Each chapter begins with a Management Close-Up, which describes an actual leader, company, or situation. The case is then expanded within the chapter in Management ¿ Close-Up: Taking Action boxes, showing the student how the chapter content relates back to the company leader or situation introduced at the beginning of the chapter. At the end of the chapter, Management Close-Up: Assessing Outcomes and Seizing Opportunities ties

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up the loose ends and brings the material full circle for the student.