



Principles of Management (Pb)

By Amar Jyoti

2009. PaperBack. Book Condition: New. 321 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 emphasises 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. Organised around the traditional functions of management, it reflects contemporary trend in management. An indispensable textbook both for management specialists and non-specialists, it provides a complete foundation in management topics. About The Author:- Amar Jyoti, with seven years of experience in business management, he is presently associated with IGNOU since January 2005 as research associate. He has published various articles in educational magazines and journals. The Title 'Principles of Management (Pb)' written by Amar Jyoti' was published in the year 2009. The ISBN number 9789380222240 is assigned to the PaperBack version of this title. This book has total of pp. 321 (Pages). The publisher of this title is GenNext Publication. This Book is in English. The subject of this book is Management Paper Back...



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