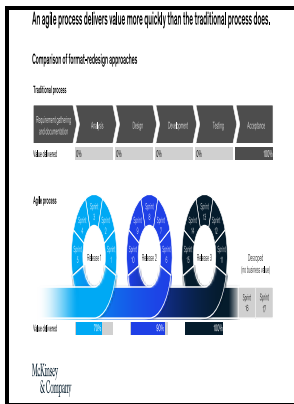


Modern retailing - management principles and practices

Wiley - The 14 Principles of Management



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Notes: Includes bibliographies and index.

This edition was published in 1987



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If a manager wants to change the behaviour of any part of the organisation, he must try to change the situation influencing it.

Modern Day Retail Marketing Management

As a result, the contribution of whole organisation is greater than the aggregate of individual contribution of its sub-systems. It may also be considered as common sense approach. About 78% of these are small family businesses utilising only household labour.

9788189915292: Modern Retail Management: Principles and Techniques

ADVERTISEMENTS: Again whether the personnel department will be able to provide the required man-power.

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It is an open system that interacts with its environment. Therefore, it is clear that various sub-systems constitute a major system. Thus, both parts and whole are equally important in managing.

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It is also essential to know the relations among different subsystems of the organization. Managers in hierarchies belong to a chain like authority scale.

The 14 Principles of Management

Systems approach is not suitable for small organisations.

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