



Case Studies in Management

By Akhilesh Chandra Pandey

I.K. International Publishing House Pvt. Ltd., 2015. Paperback. Book Condition: New. Second Edition. 16cm x 24cm. This book presents practical understanding of the management problems. Broadly it is meant for the students who have basic training in management or commerce and also for those with little or no formal management background like MCA and Engineering. For management professionals, essential principles and concepts of management that are particularly relevant for understanding the problems of management are highlighted through issues for discussion. Thus, the book is of special value for undergraduate and postgraduate courses like BBA, MBA, MHRD, MIB as well as for B.Tech and MCA. The case material is sufficiently broad in scope and rigorous in coverage to satisfy any undergraduate and postgraduate courses in the field of management. Each case study provides a descriptive analysis of the critical problems faced by leading organisations. Further more, each case study is chosen to reflect and illustrate a specific problem. Each case study contains one relatively successful and the other less so in dealing with one or more of the critical issues or problems. All the case studies have been updated to reflect the latest available information of the corporate world. Issues for...



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Reviews

This type of publication is almost everything and helped me looking forward and much more. I am quite late in start reading this one, but better then never. You wont really feel monotony at whenever you want of your own time (that's what catalogs are for relating to if you ask me).

-- **Prof. Buddy Leuschke**

Complete guide! Its this sort of good read. It is rally exciting throgh studying period. I am just pleased to explain how here is the very best publication i have go through inside my own existence and could be he very best publication for at any time.

-- **Adele Rosenbaum**