



Management: A Practical Introduction

Angelo Kinicki, Brian K. Williams

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Blending scholarship and imaginative writing, ASU business professor Kinicki (of Kreitner/Kinicki Organizational Behavior 5e) and writer Williams (of Williams/Sawyer Using Information Technology 5e) have created a highly readable introductory management text in an exciting magazine-like layout certain to be well received by today's visually oriented students. The authors have structured Management as a series of two-page spreads (i.e., left and right facing pages) of 2 - 6 pages per section, to optimize learning by presenting information in easily mastered "bite-size" chunks. Besides presenting fundamental concepts of management, the book emphasizes practical advice throughout, expressed in the features "The Manager's Toolbox," "Practical Action" boxes, real-life "Example" boxes, real-life "Management in Action" and "Ethical Dilemma" cases, and the Web-based "Taking Something Practical Away from this Chapter."

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