

HIGHLIGHTS OF THIS EDITION

1 Retains a strong overview of management processes as it focuses on the manager's activities, skills and knowledge required for effectiveness.

2 Examines the roots of contemporary approaches to management.

3 Links the characteristics of the internal organisation culture and practices to the demands of a changing external environment.

4 Examines the complex issues associated with business ethics and corporate social responsibility in the context that organisations, in order to be ethical and socially responsible, must be made up of ethical and responsible individuals.

5 Incorporates creativity as an important factor in decision making in a business context that increasingly demands more efficient and effective ways of doing things.

6 Presents an amalgamated overview of the planning process and how it can be carried forward in to the practices required, allowing senior managers to manage strategically and successfully implement those plans.

7 Examines the balance between integrating the planning process with strategies to enhance the energies and capabilities of staff achieving results required to meet the demands of the market.

8 Looks at an organisation's structure as the primary tool for achieving the goals of the organisation.

9 Examines the strategic approaches to structuring the organisation for the best fit in the contemporary environment.

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10 Gives an up-to-date overview of human resources as a strategic tool for effectively achieving the goals and outcomes of the organisation. This chapter has all new cases.

11 Looks at an increasingly educated and sophisticated workforce that demands more effective motivation strategies on the part of managers.

12 Presents leadership as a set of skills which can be learned and taught, embedded in the processes of personal influence.

13 Continues to explore the different types of communication channels that lead to effective organisations.

14 Encourages the power inherent in group activities, one of the key strategies of the effective manager.

15 Examines how successful organisations pay close attention to how they are doing; taking swift action when problems arise and changing direction as needed.

16 Looks at people being the key to successful change. They need to believe that they can make a difference across organisations, both large and small.

17 Focuses on the need for cross-cultural understanding as an increasing number of organisations enter trans-national enterprises.

18 Highlights some of the differences about doing business with our key regional partners. It points out the challenges which will need to be faced by managers in dealing with different cultures and mind sets.

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