

Management 9th Edition Ricky Griffin

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the book presents a functional approach to management planning leading organizing and controlling and integrates real world examples throughout the text it has new or enhanced coverage of the service sector ethics global management and it this book explains the conceptual framework underlying key managerial activities and offers relevant examples each chapter includes an opening incident that features companies such as nike pfizer jetblue and starbucks i an introduction to managementii the environmental context of managementiii planning and decision makingiv the organizing processv the leading processvi the controlling processvii indian supplement

this best selling text moves from broad general perspectives to focused coverage of specific business functions a variety of boxes vignettes and quotes work together to draw students dynamically into the real world of contemporary business

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