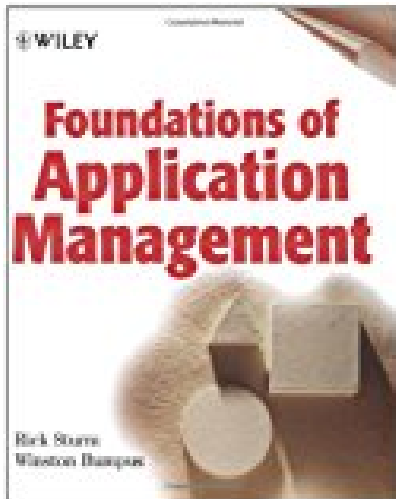


Foundations of Application Management



BOOK DETAILS

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BOOK SYNOPSIS

Management : Foundations and Applications, 1st Asia - Pacific edition is a more concise version of the popular text Management, 4th Asia - Pacific edition, which is also published by Wiley. The 15 chapters of this edition cover key topics typically taught in a 12- or 13- week teaching semester. Joining the author team and enhancing this edition's critical analysis of management theory and applications are the best-selling authors from another of the Wileys undergraduate introductory management texts - Management: Core Concepts and Applications, 2nd Australasian edition (Davidson et al.). This text has a strong emphasis on the importance of the Asian region to contemporary Australian and New Zealand organisations, both during the crisis and in its aftermath. Of course, Management: Foundations and Applications, 1st Asia- Pacific edition also retains the features that make its larger parent text so popular with students and lecturers: A balanced coverage of small to medium-sized enterprises and larger multinational corporations an emphasis on the need for business activities to be sustainable in the terms of preserving the welfare of future generations the Career Readiness Workbook at the end of the book, which includes a range of individual and group activities to encourage the practical application of management theory. With its clear insights into the dynamics of management in the workplace of today and future, Management: Foundations and Applications, 1st Asia - Pacific edition provides a sound basis for the contemporary undergraduate study of introductory management.

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