

1. Record Nr.	UNINA9910154942703321
Autore	Boddy David
Titolo	Management : an introduction // David Boddy
Pubbl/distr/stampa	Harlow, England : , : Pearson, , [2017]
ISBN	1-292-25443-2
Edizione	[Seventh edition.]
Descrizione fisica	xx, 703p. : col. ill., photo's, charts
Disciplina	658
Soggetti	Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Revised edition of the author's Management, 2014.
Nota di bibliografia	Includes bibliographical references (pages [676]-691) and index.
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Sommario/riassunto

David Boddy's market leading text is the one guide today's students and tomorrow's managers need to read. A comprehensive introduction to the themes and functions of management, this book is an accessible and academically rigorous guide through the field. The only title to take an introductory approach to the study of management, which makes it the ideal text to accompany a first course in management, either as an undergraduate or postgraduate.

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