Record Nr. UNINA9910818381203321 Autore Witzel Morgen Titolo Management history: text and cases / / Morgen Witzel Pubbl/distr/stampa London;; New York:,: Routledge,, 2009 **ISBN** 1-135-24018-3 1-135-24019-1 1-282-57645-3 9786612576454 0-203-86686-X Descrizione fisica 1 online resource (479 p.) Disciplina 658.009 Soggetti Management - History Management science - History Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Book Cover; Title; Copyright; Contents; Preface; Acknowledgements; 1 Introduction to management history; 2 Organisation; 3 Strategy; 4 Human resource management; 5 Marketing; 6 Financial management; 7 Technology, innovation and knowledge; 8 Business and society; 9 Leadership; 10 Conclusion: how history impacts on management; Select bibliography; Index Sommario/riassunto Management History is not simply a book about the history of business or even the history of management. The goal of this book is to demonstrate that despite the relative newness of management science as an academic subject, management has been around since ancient times. Through understanding the history of management - both in practice and theory - one is able to approach the complex and challenging problems of modern management from a new perspective. The book not only traces the development of management from history

to the present day, but also examines the way th