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Sinopsis

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By applying the theory and practice of management through case studies, real world examples and innovative media, this text brings the ideas, thoughts and practices of management to life for the young management student, and shows how the world of the practical manager and the world of management theory can be useful to one another.

Key Features

References and links to the accessible theory textbook Cornerstones of Management , Second Edition by Dickie & Dickie

A full recap of the relevant management theory

Up-to-date case studies

Online examples and video examples, including You Tube

Studies of Management: Understanding Chaos and Complexity is a stand-alone text that can also be used as a support text for Cornerstones of Management, Second Edition, by Larue Dickie and Carolyn Dickie.