



Management: An Introduction, by David Boddy - with MyManagementLab (Mixed media product)

By David Boddy

Pearson Education Limited, United Kingdom, 2014. Mixed media product. Book Condition: New. 6th edition. 266 x 196 mm. Language: English . Brand New Book. This package includes a physical copy of Management, An Introduction, 6e by David Boddy as well as access to the eText and MyManagementLab. This is an accessible and academically rigorous guide to the themes and functions of management. It contains in depth case studies that examine key management issues in a broad range of organisations, from Apple and Virgin to the British Heart Foundation and Management in Practice features full of insights into contemporary management activities. Entrepreneurship, sustainability, governance and internationalization are integrated throughout, giving clear guidance on how students can further their understanding of these key topics. This edition includes innovative employability content designed to aid development of the business skills most valued by today s employers. Exercises throughout the text encourage critical thinking and the application of real-life experience. This text is the ideal to accompany a first course in management, either as an undergraduate or a postgraduate. MyLab and Mastering from Pearson improve results for students and educators. Used by over ten million students, they effectively engage learners at every stage. Learn more...



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