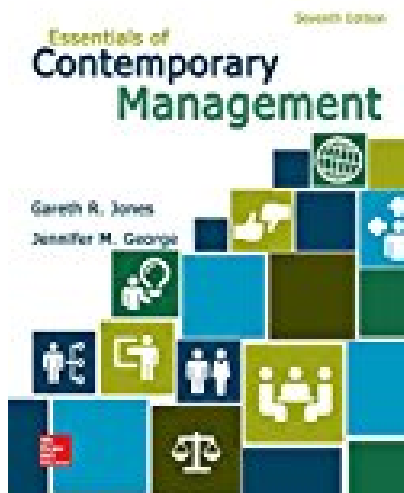


Essentials of Contemporary Management



BOOK DETAILS

- Author : Gareth Jones
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BOOK SYNOPSIS

Jones/George, Essentials of Contemporary Management is the concise edition of Contemporary Management. Jones and George are dedicated to the challenge of "Making It Real" for students. In this seventh edition of Essentials of Contemporary Management, the focus continues to be on providing the most up-to-date account of the changes taking place in the world of management and management practices while maintaining our emphasis on making our text relevant and interesting to students. The increased focus on the challenges and opportunities facing businesses large and small and integrated timely examples bring management issues to life for students.

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