



Management: The New Competitive Landscape with CD and PowerWeb

By Thomas S Bateman, Scott A Snell, Thomas Bateman, Scott Snell

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Management: The New Competitive Landscape, by Bateman and Snell, has consistently discussed and explained the traditional, functional approach to management - through planning, organizing, leading, and controlling. But the 6th edition goes a step further, in defining and highlighting with icons, four "bottom line" practices that managers and companies must deliver to their customers: Innovation, Speed, Quality, and Cost. Bateman and Snell's: Management: The New Competitive Landscape, 6e has always been about a series of "firsts": first to have a chapter on diversity, first to devote a section to the environment, and first to relate a "bricks and clicks" theme to explain the challenges of managing in a New Economy. This new edition is no exception with the expansion of such timely topics as ethics and technology.

Management: The New Competitive Reality, 6e shows how managers must utilize the classic principles of management in combination with the practices of the "New Economy" to achieve managerial goals. By reinforcing these new business practices in context with the functional approaches, the authors deliver a unique theme amongst all principles of management texts - how to manage in ways that deliver results. ver results.

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- Sales Rank: #1886060 in Books
- Published on: 2003-03-11
- Original language: English
- Number of items: 1
- Dimensions: 11.10" h x 1.13" w x 8.60" l, 3.65 pounds
- Binding: Hardcover



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