



Principles of Management

By Tony Morden

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Taking a reader-oriented approach, this text examines the study and practice of management. It covers the issues of management skill, competence and expertise, as well as the strategic management process. Other topics include change and innovation, ethics, and social responsibility. This text is relevant to organizations in the public, private, healthcare, and non-profit-making sectors on a local, international and global scale. It is illustrated with cases and vignettes from the UK, Continental Europe, North America, and South-East Asia.

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"...it offers the reader a clear route-map to effective implementation and management action." -- *Terry Collins, Assistant Director of Environmental Services, Darlington Borough Council, UK*

About the Author

Tony Morden is an author and lecturer in strategy and management.

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