



Contemporary Management

Gareth Jones, Jennifer George

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Overview: *Contemporary Management* by Jones and George distinguishes itself through its authorship, comprehensive, current contents, exceptionally rich and relevant examples and applications and experiential exercises provided in every single chapter. This #1 best-selling text continues to redefine what principles of management texts should look, sound, and feel like. As an author team Gareth Jones and Jennifer George are uniquely qualified to write about both the strategic and organisational challenges managers face.

Contemporary Management is a comprehensive text that surveys the theoretical underpinnings of modern management thought and research. Through a variety of examples from an expanded number of small business to medium and large companies it shows the reader how those ideas are used by practicing managers. A hallmark of this text is its focus on the *Manager as a Person*, which discusses managers as real people with their own personalities, strengths, weaknesses, opportunities, and problems.

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