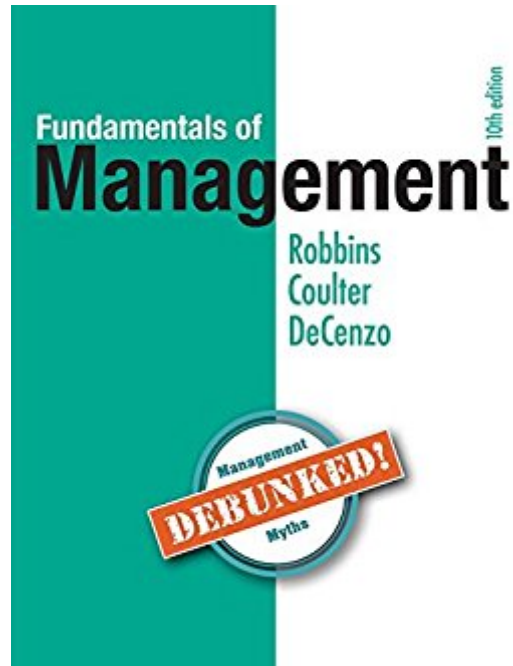


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# Fundamentals Of Management: Essential Concepts And Applications



## Synopsis

For Principles of Management courses. **^ The Practical Tools of Management Presented Through In-depth Practice** **^ Fundamentals of Management** is the most engaging and up-to-date introduction to management resource on the market today. Covering the essential concepts of management, it provides a solid foundation for understanding the key issues and offers a strong, practical focus, including the latest research on what works for managers and what doesn't <sup>TM</sup>. **^ The Tenth Edition** has been updated with the latest coverage on hot topics such as sustainability, holacracy, the sharing economy, gamification, data analytics/big data, BYOD (bring your own device), and wearable technology. Engaging and fun videos and exercises motivate readers and give them the practice they need to become successful managers. **^ Also Available with MyManagementLab<sup>TM</sup>**

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## **Customer Reviews**

This book did not really add any value to my studies on the topic of management or business in general. I've read leadership books, economic books, organisational behaviour books, etc that covered in more depth the topics of this book. This book really takes the definition of management in a broad sense and includes many topics other authors (and I) consider to be leadership, not management, topics. It's written at a very easy to read level however. Having read the book there is not one specific audience I would recommend it to. It is definitely not a focused or in-depth study and only grazes the surface of topics. Therefore it is not enough for anyone looking to implement any serious behaviour or management practices. It would only be good for someone wanting the basics in overview/summary form. Even for that need, there are other books I would recommend first. While this book technically is a textbook I would say it is very close to being a book for lay people interested in management or maybe for employees thinking of applying for some management roles. The MyManagementLab software/website is of even worse value. The simulations are written for high school level at best. The answers to them are at times overly obvious and really do not aid in the learning process. If you buy the book, go for a version without the website. You are not missing out the website and saving yourself money (a \$40 value if purchased alone).

Do not buy this book! Buy the earlier version. It is the same book with the same text but with a slightly different layout. What a rip off by the publisher and authors. Save your money buy used.

This text book is exactly what I needed for class. It was in perfect condition. It has a lot of good information. If anyone is interested in the fundamentals of management I would recommend this book.

I am taking an Entrepreneur class, and was assigned this book. The content is good, and does a great job of providing accurate, helpful information. However, there is so many spelling error, weird ones with extra hyphens in words that really don't need them. I'm in the U.S., and checked the publishing location; maybe it's from the U.K. - I know we spell some words differently than the Brits. Nope, published in the USA. And the authors were even American. It makes me wonder who copy edited this; they shouldn't have been paid. Otherwise good book, but errors are an eyesore.

Good, up-to-date information. Generally well written. I do like the modern examples, shows the authors did their research to get good anecdotes. I don't like how the book is laid out, with all the side-bar type information. The info is good, but it makes reading the text difficult, as I'm getting distracted and having trouble with continuity of the text. The end-of-chapter stories are good, along with the web-based instruction that's extra. Over all, the authors write well and know their topic, as well as their audience.

Arrived with no missing pages but I wish it had a binder with it. It's definitely a less expensive alternative to a traditional text book. I also liked that I could throw a chapter in a folder and take it with me to work or on the train for reading without lugging a large text book. I found the test associated with the text publisher are not as closely linked as they could have been. There is a lot of tiring material in here and it gets redundant and cumbersome as you read on.

As a graduate textbook, this volume lacks the necessary depth to challenge students. Worse yet, this book may only be downloaded onto two devices, rendering it much less useful in the publisher's attempt to force students to purchase or rent multiple copies. I'm all for purchasing something that's worth the price, but once I purchase that item, I should be allowed to do with it as I please on my own devices, no matter how many I have registered. Robbins, et. al. need to convince their publisher to join us in the 21st century in their approach to business.

I found this textbook to be extremely essential to passing my Management course. Not only is it informative but I found it to be inspirational and uplifting. Whether you are taking a course in Management or not, this text helps guides you to be a greater leader with the skills to manage yourself and others. Plus it is easy to read with pictures and large font.

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