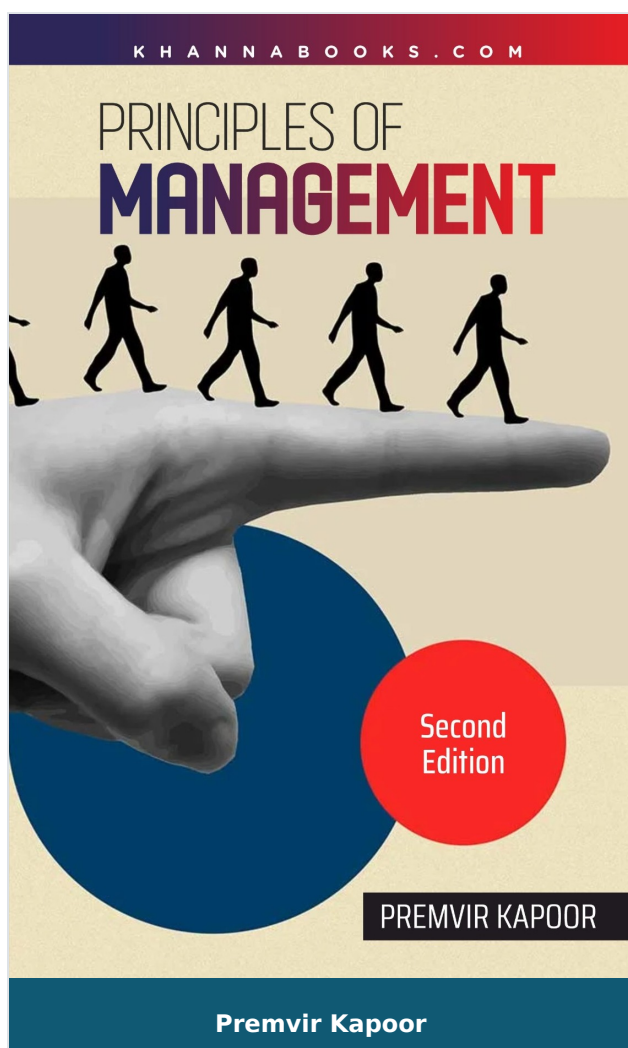




Principles of Management

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Product Description

The book provides comprehensive coverage of the management principles and concepts in simple and lucid style with economic conditions continuing to be uncertain, complexity of business increasing many fold, competitive pressures mounting and organizations becoming flatter by each passing day, managers have a tough balancing act to do and need adequate grounding and acquaintance of principles and functions of management. The book shall be useful for the readers who want to upgrade their knowledge and skills with the right attitude.

The book has been specifically designed to meet the academic requirements of the students BBA, MBA, M.Com, BCA courses.

The book covers the syllabus of principles and functions of management subject of various management/Business institutes and universities.

It covers model questions and answers on various management topics.

It covers various management and commerce terms.

The whole subject matter has been presented in a simple and easily understandable manner and an attempt has been made to give a precise, comprehensive and compact treatment to the subject. In order to enhance knowledge, understanding and application adequate emphasis has been given to clarify management concepts.

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