



Management: A European Perspective

By Keuning Doede

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Management: A European Perspective adopts a step-by-step approach based on the key managerial skills – planning, organization, implementation, supervision and control – to provide a practical introduction to the field.

Looking at some leading international companies, Keuning draws on various managerial and organizational concepts, including industrial democracy, corporate governance, ethics, culture and gender, ICT related changes in industries, e-business, risk management and network organization. Among the special features designed to enhance the learning process are:

- Detailed case studies demonstrating the practical implications of the concepts discussed
- References in the form of examples and brief studies (with a European or international focus)
- Numerous discussion questions relating to each chapter's theory
- Material from European newspapers and magazines to reinforce the book's practical orientation

This book is an ideal introduction for students starting out their business program.

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