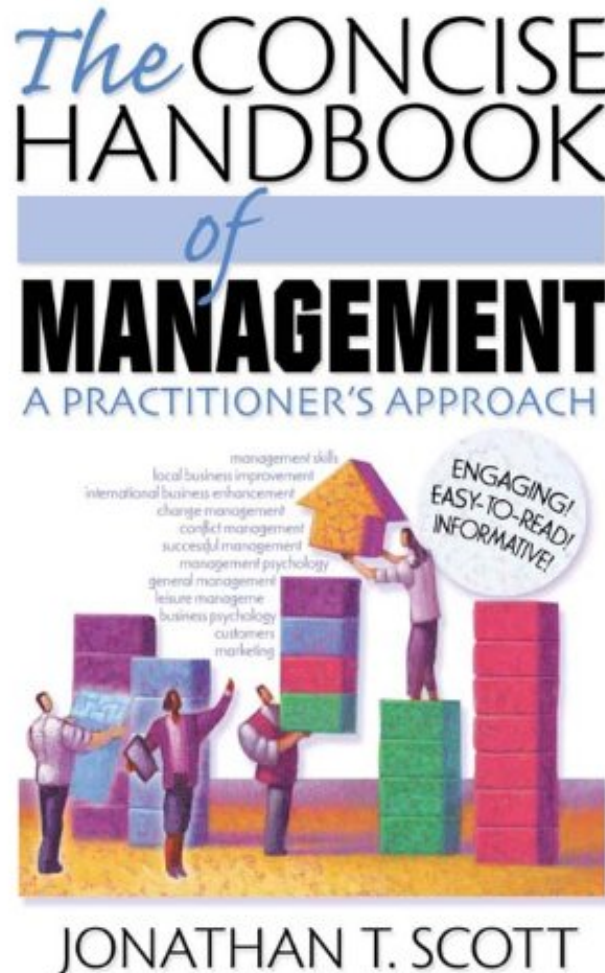


The Concise Handbook of Management: A Practitioner's Approach

Jonathan T Scott

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Jonathan T Scott : The Concise Handbook of Management: A Practitioner's Approach before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Concise Handbook of Management: A Practitioner's Approach:

0 of 0 people found the following review helpful. Does just what the label says By Elizabeth To the practitioner: this book aptly shows how the concepts of good management can be applied in one's professional life and unabashedly explains that much of management is common sense (while admitting that common sense isn't very common). To the lecturer: whether you're teaching freshman or experienced executives this is the book that will get your students interested in the study of management. It is the perfect introduction. Students love it because it's affordable, short, and easy to read (particularly those who speak English as a second language). Teachers love it because, by presenting a wide succinct, spectrum of fundamentals, it provides an intelligent springboard from which a more in-depth

examination can proceed. Forget all the other 300+ page, hundred-dollar-or-more verbose introductory management texts. The Concise Handbook of Management is the best way to begin your business or management curriculum and/or brush up on your management skills. 0 of 0 people found the following review helpful. An Excellent Foundation Builder By Terry I teach at both the (under) graduate and post-graduate levels and have found that students (whatever their age or experience) cannot fully grasp in-depth or abstract management theory without a solid understanding of basic management principles. This book fills that bill. It injects the saturated subject of management with a directness, clarity and conciseness that is difficult to match. Perhaps the reason for this is that the author is not an academic, but rather a professional writer and successful practitioner who managed a number of businesses in several different countries. What a difference application makes. The book's short, anecdote-laden layout, bristling with substantial and timeless research, makes for a quick and easy read and the importance of customer orientation is carried throughout. If I could award ten stars to this nifty and valuable book, I would gladly do so. 0 of 0 people found the following review helpful. A Gem By Peter This little gem, which graciously (and refreshingly) operates under the concept that less is more, reads like a Cliff Notes on Management. As far as I can tell, it's also one of the very few management books out there that understands and emphasizes the importance of customers - then backs this imperative up in every chapter. In addition, because the entire book is condensed and to the point (none of the chapters is over four or five pages in length), it is very reader friendly. All in all, Jonathan Scott must be one of the most easily understandable authors writing about management today.

Discover the practical tips to make you an effective, customer-oriented manager! Focusing on the pervading belief that everything a manager does must be customer oriented, The Concise Handbook of Management: A Practitioner's Approach gives you an overview of everything you need to know about managing in one practical, concise book. This plain-talking guide not only explains management theories, but also presents commonsense suggestions on the best ways to effectively manage people and things, no matter what type of business you are in. Taking a practitioner's approach of discussing management issues with customers ultimately in mind, this practical book motivates, is easily understandable, and is entertaining to boot. The Concise Handbook of Management: A Practitioner's Approach uses succinct chapters with several real stories and case studies designed to clearly illustrate each concept and suggestion. Written with the busy manager in mind, each chapter is compact, clear, true-to-life, and is always aimed at the bottom line. The book includes a small business marketing and promotion checklist, a helpful bibliography, and a useful glossary of terms. The Concise Handbook of Management: A Practitioner's Approach explores: the first three steps in becoming a good manager understanding the importance of customers getting the most from employees management competencies and styles organizational structures and cultures managing change managing conflict and stress managing teams and workgroups ethics leadership managing time written business communication mastering the skills of a presentation dealing with people in the workplace a small business marketing checklist project or program planning the marketing basics product strategy marketing pricing developing external and internal customers The Concise Handbook of Management: A Practitioner's Approach proves the adage that less is more, and has already been called the undergraduate/graduate student's or practicing manager's best all-in-one source and reference for simplified management theory and skills.

"The most engaging, easy-to-read and informative management book I've ever read." -- Dr. Beat Reber, School of Business, University of Nottingham (UK) "This is the management book I've been searching for all my teaching career." -- E. Cameron Williams, PhD, Assistant Dean, Florida State University at Panama City