

13th Edition Modern Management Samuel Certo

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for courses in management concepts and skills for the successful manager modern management concepts and skills takes a unique approach that helps students develop a specific management skill in each chapter organised around the functions of planning organising influencing and controlling the content specifically focuses on how students can be more strategic and more creative work as team members become successful leaders and more the chapters are designed to build these skills and others to fulfil the core objective to help students both obtain employment and flourish in the workplace the 15th edition contains new case studies and examples to reflect the most recent research and developments in this field as well as updated information

this work provides a current approach to teaching the basic skills of business management presenting both time honoured issues and contemporary concerns the text addresses the means for handling both to ensure individual success it covers traditional management challenges as well as contemporary issues related to people diversity quality ethics and the global environment

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while the last few decades have witnessed incredible leaps forward in the technology of energy production technological innovation can only be as transformative as its implementation and management allows the burgeoning fields of renewable efficient and sustainable energy have moved past experimentation toward realization necessitating the transition to more sustainable energy management practices energy management is a collective term for all the systematic practices to minimize and control both the quantity and cost of energy used in providing a service this new book reports from the forefront of the energy struggle in the developing world offering a guide to implementation of sustainable energy management in practice the authors provide new paradigms for measuring energy sustainability pragmatic methods for applying renewable resources and efficiency improvements and unique insights on managing risk in power production facilities the book highlights the possible financial and practical impacts of these activities as well as the methods of their calculation the authors guidelines for planning analyzing developing and optimizing sustainable energy production projects provide vital information for the nations corporations and engineering firms that must apply exciting new energy technology in the real world shows engineering managers and project developers how to transition smoothly to sustainable practices that can save up to 25 in energy costs features case studies from around the world explaining the whys and hows of successes and failures in china india brazil the us and europe covers a broad spectrum of energy development

issues from planning through realization emphasizing efficiency scale up of renewables and risk mitigation

this book provides a comprehensive flexible approach to the basic skills of business management with an emphasis on skills and applications it presents traditional concepts important contemporary issues and timeless insights into applying management know how all toward the goal of achieving organizational success built around the concept of core plus a core of chapters covered in most courses surrounded by a rich selection of optional chapters enabling flexibility in the way the text is used management history operations management information technology in management and creativity and innovation in management for managers at all levels

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