

Modern Management: Diversity, Quality, Ethics, and the Global Environment/Keys to Success

Samuel C. Certo

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Modern Management: Diversity, Quality, Ethics, and the **Global Environment/Keys to Success**

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A textbook that presents traditional management concepts, important current management issues, and insights regarding how students should handle both to ensure organizational success. The text is divided into six sections: introduction to management; planning; organizing; influencing; controlling; a



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