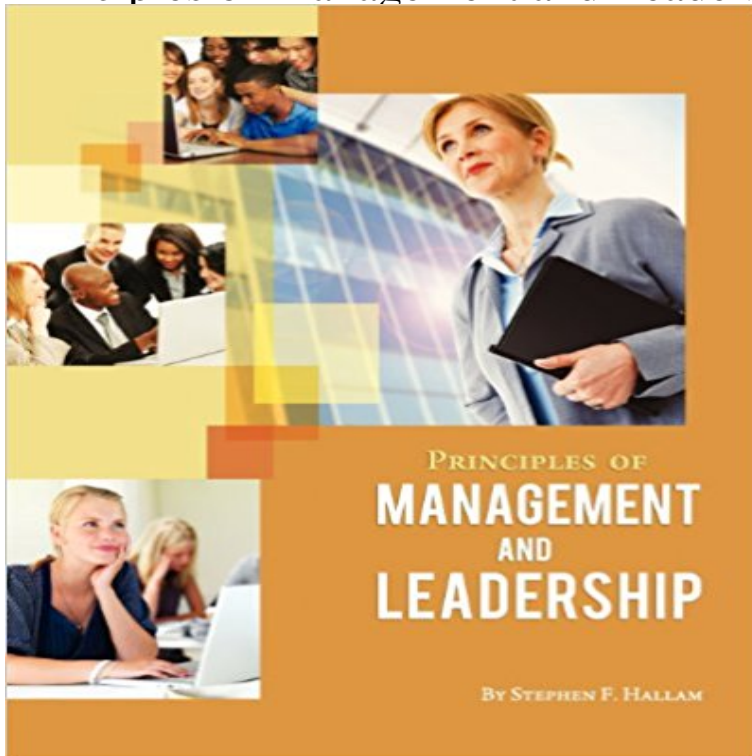


Principles of Management and Leadership



Principles of Management and Leadership is a cost-effective, concise text that covers the essentials of management and leadership. Often considered separate and distinct disciplines, readings in this book demonstrate that there is considerable overlap between management and leadership, both in theory and in practice. The first chapter of the text addresses motivation, a critical component of both. The concepts discussed in this chapter have immediate real-world application for students, helping them achieve personal success in their current coursework. Later chapters add a fresh and relevant leadership perspective to traditional topics in management. The materials chosen for the text reflect the authors experience as both a lifelong educator at the university level, and a business professional dealing with management and leadership issues in his role as Dean of a number of large business schools. Effectively blending life experience with current theory, Principles of Management and Leadership addresses the following essential topics for leaders and managers: Hiring and Firing Training Motivation Instructor Resources Adopting instructors will receive access to a complete set of PowerPoint lecture slides, chapter learning objectives, and a test bank.

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business ethics, dealing successfully with job loss, conversational learning, and online education. He earned his Ph.D. from The University of Iowa, and he has done post doctoral work at Case Western Reserve University, The University of Georgia, and Harvard.

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