



Learning Solutions
Your Course, Your Way

Contemporary Management

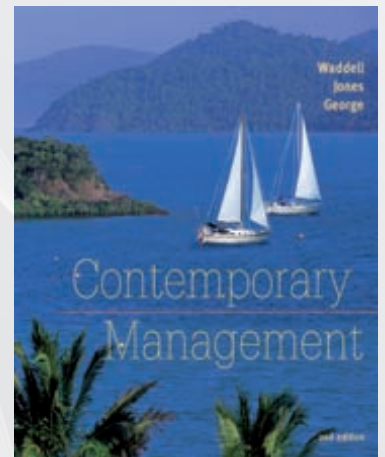
Waddell | Jones | George

www.mhhe.com/au/waddell2e

ISBN: 9780071000284

Publication date: November 2010

Subject area: Principles of Management



Intro management has long been dominated by the traditional textbooks - in-depth and heavyweight. Today's students are looking for an escape from this dry and theoretical treatment and that's where *Contemporary Management 2e* steps in!

This book takes a balanced, non-prescriptive, real-world approach to management and is written in an accessible style. Unlike traditional texts it explores the manager as a person (rather than an institution or function) with values and ethics. And it's modern – focusing on issues like diversity, cultural sensitivity and managing globally.

This is the second, local adaptation of the best selling US Jones and George text, *Contemporary Management*, by local author Di Waddell (Deakin University). This unique text follows a non-prescriptive, real-world approach to management written in an accessible style allowing for flexibility in teaching and learning. Used at both an undergraduate and postgraduate level, *Contemporary Management* has a concise structure designed to meet the needs of trimesters and 12 week teaching schedules.

Key features

- Balance between theory and practice
- Real world approach to management that encourages students to ask questions and challenge traditional thinking
- Concise structure designed to meet the needs of trimesters and 12 week teaching schedule

Additional learning resources

- Chapter PowerPoint presentations
- Instructor Resource Manual, EZ Test Online & Word testbank
- Videos (Australian) with accompanying case notes & Destination CEO video case study notes

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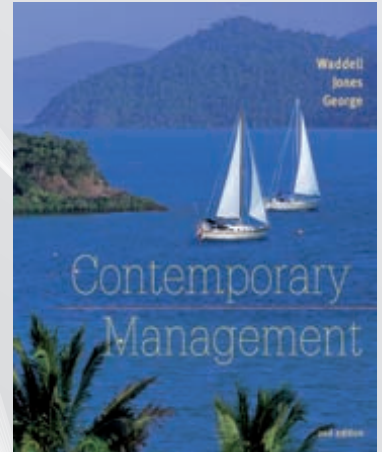
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