



# THE NEW ZEALAND MANAGEMENT SUPPLEMENT

ALAN GEARE  
COLIN CAMPBELL-HUNT  
DIANE RUWHIU  
RON BULL

**Mc  
Graw  
Hill** **McGraw-Hill  
Irwin**

Boston Burr Ridge, IL Dubuque, IA Madison, WI New York  
San Francisco St. Louis Bangkok Bogotá Caracas Kuala Lumpur  
Lisbon London Madrid Mexico City Milan Montreal New Delhi  
Santiago Seoul Singapore Sydney Taipei Toronto



Copyright © 2005 McGraw Hill Australia Pty Limited  
Additional owners of copyright are named in on-page credits.

Apart from any fair dealing for the purposes of study, research, criticism or review, as permitted under the *Copyright Act*, no part may be reproduced by any process without written permission. Enquiries should be made to the publisher, marked for the attention of the Director of Editorial, at the address below.

Every effort has been made to trace and acknowledge copyright material. Should any infringement have occurred accidentally the authors and publishers tender their apologies.

**Reproduction and communication for education purposes**

The Australian *Copyright Act 1968* (the Act) allows a maximum of one chapter or 10% of this book, whichever is greater, to be reproduced and/or communicated by any educational institution for its educational purposes provided that the educational institution (or body that administers it) has given a remuneration to Copyright Agency Limited (CAL) under the Act.

For details of the CAL licence for educational institutions contact: Copyright Agency Limited, Level 19, 157 Liverpool Street, Sydney, NSW 2000. Telephone: (61 2) 9394 7600. Facsimile: (61 2) 9394 7601. E-mail: [info@copyright.com.au](mailto:info@copyright.com.au).

**Reproduction and communication for other purposes**

Except as permitted under the Act (for example a fair dealing for the purposes of study, research, criticism or review) no part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without prior written permission. All enquiries should be made to the publisher at the address below.

---

ISBN 0 074 71519 4

---

Published in Australia for  
**McGraw-Hill Book Company New Zealand Limited**  
Level 2, Westfield Tower, Westfield Shopping Centre,  
Manukau City, Auckland, New Zealand  
Phone: (64-9) 262 2537  
Fax: (64-9) 262 2540  
Email: [cservice@mcgraw-hill.co.nz](mailto:cservice@mcgraw-hill.co.nz)  
Senior Sponsoring Editor: Ailsa Brackley du Bois  
Developmental Editor: Suzanne Hall  
Publishing Services Manager: Joanna Munnelly  
Production Editor: Colette Hoeben  
Permissions Editor: Jane Brimacombe  
Editor: Megan Stansfield  
Cover and Internal Design: Modern Art Production Group  
Cover Image: Paul Kennedy/Lonely Planet Images  
Illustrator: Peta Nugent  
Typesetter: Anne McLean  
Proofreader: Tim Learner  
Printed by Ligare Pty Ltd