



The Little Book of Big Management Theories: . and How to Use Them

By Jim McGrath, Bob Bates

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, The Little Book of Big Management Theories: . and How to Use Them, Jim McGrath, Bob Bates, Winner of the 'Practical Manager' category at the Chartered Management Institute Management Book of the Year Awards. The Little Book of Big Management Theories was praised by judges for being relevant, highly readable and refreshing in its approach - useful to experienced and new managers alike. Covering 89 management theories, it provides a summary of each theory, a guide of how to use it and a list of questions to ask, making it an ideal reference book. Rebecca Taylor, the Dean and Director of Studies at the Open University Business School, explained why the book deserved to win: "This book was a delight to read and was a highly refreshing approach to the world of management. The 'big' ideas have been boiled down into easily-digestible chunks that are perfect either as an introduction or a refresher for the more experienced manager. The personal writing style and lack of preaching makes it a brilliant desk-side companion for a manager of any level, and I highly recommend it." 89 management theories from the world's best management...



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Reviews

I actually started looking over this publication. It really is rally interesting throgh studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dana Hintz

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You wont really feel monotony at at any moment of your time (that's what catalogues are for concerning when you ask me).

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