**MANAGEMENT FUNDAMENTALS**

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In light of the dramatic and far-reaching events of the early twenty-first century, the central theme being discussed in the field of management is the pervasiveness of turbulent change and its impact on organizations. The world of business affects our lives every day, and “management” will affect the lives of all of us who work for a living. The world in which most students will work as managers is undergoing a tremendous upheaval. The emergence of crisis management, ethical turmoil, e-business, rapidly changing technologies, globalization, outsourcing, global virtual teams, knowledge management, global supply chains, and other changes place demands on managers that go beyond the techniques and ideas traditionally taught in management courses. Managing in today’s turbulent times requires the full breadth of management skills and capabilities. This text provides comprehensive coverage of both traditional management skills and the new competencies needed in a turbulent environment characterized by economic turmoil, political confusion and general uncertainty. Our goal, therefore, has been to help deliver a text, supplemental materials, and online learning package that will engage students in a positive and direct manner as they build their fundamental knowledge of business in general and management in particular.

Increasing number of students want more than just an understanding of the concepts of management. They also want skills they can in their everyday life at work. It is not enough to learn about management. They want to learn how to be managers. The text covers all the key management fundamentals topics and concepts covering all the traditional concepts and current topics.

This book uses plain and lucid language to explain fundamentals of this subject. The book provides a logical way of explaining various complicated concepts and stepwise methods to explain the important topics. Each chapter is well supported with necessary illustrations, practical examples and solved problems.

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